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ABSTRACT

This Bay Area Reference Center (BARC) workshop was designed to aid librarians in answering business-related reference questions. The seven papers presented were concerned with statistical questions, stocks and securities, consulates and foreign trade representatives, market surveys, small business, and other sources of information, e.g., the California State Library Service to Industry (CSLSI). Accompanying this report is a list of resource materials including handbooks, directories, bibliographies, and periodicals. (JVP)

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THE LIBRARIAN AND THE BUSINESS QUESTION

A BARC WORKSHOP
TO ASSIST LIBRARIANS FACED WITH
BUSINESS/ECONOMICS/MARKETPLACE QUESTIONS

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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PROCEEDINGS OF THE WORKSHOP

HELD JANUARY 11 & 12, 1978

AT THE SAN FRANCISCO PUBLIC LIBRARY

Edited by Thos. S. Fowler, Workshop Coordinator

The workshop was presented by the
Bay Area Reference Center
San Francisco Public Library
Civic Center
San Francisco, CA 94102

Gilbert W. McNamee, Director

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THE LIBRARIAN AND THE BUSINESS QUESTION
A BARC workshop to assist librarians faced with
business/economics/marketplace questions

Wednesday, January 11 & Thursday, January 12, 1978
(same program both days)

Lurie Room, San Francisco Public Library
9:00 a.m. - 4:00 p.m.

Schedule

9:00--9:30	Registration
9:30--9:40	Introductions, welcomes, announcements - Thos. S. Fowler, BARC Workshop Coordinator
9:40-10:15	How many widgets? Statistics sources - Tibby Storey, BARC; Florence Mitchell, SFPL History & Social Science Dept.
10:15-10:35	Break
10:35-11:00	The librarian and the investor; aids in fielding the stocks and securities questions - Karen Rollin, San Mateo Public Library; Anne Roughton, BARC
11:00-11:15	Consulates and foreign trade reps. How can they help? - Audrey Powers, BARC
11:15-12:00	Who will buy my widgets? Market surveys; how the librarian can help the business person know who/what's out there - Ann Handley, Assistant Marketing Consultant, Bank of America
12:00--1:30	Lunch
1:30--1:45	Announcements/diversions, discussion
1:45--2:00	California State Library Service to Industry (CSLSI) - John Cully, California State Library
2:00--3:00	What else do we know about widgets? Questions and possible directions for their answers - Harriet Collopy, Principal Librarian, SFPL Business Branch; Helen Dunbar, Librarian-in-charge, Alameda County Business & Government Library
3:00--3:20	Break
3:20--3:50	I want to start a new widget business. How the librarian can help the new small business person - Chef Thomas, Owner, On the Table Catering Service
3:50--4:00	Evaluation

SUMMARY

A workshop to aid librarians in answering business-related reference questions was held January 11, 1978 and repeated January 12. A total of 261 persons attended in the two days. Topics for the workshop were drawn directly from requests submitted in advance by workshop attendees. All speakers were librarians working in positions related to their topic.

The workshop format for each speaker was an overview of the bibliography of the field of concern, followed by discussion of questions that might be answered from books and sources cited. Questions used for discussion were chosen for being representative of a type, rather than to be specifically answered in response to an exact need. Speakers discussed strategy for answering business questions. They did not necessarily answer the questions themselves during the day's workshop.

Statistics sources were discussed by Tibby Storey and Florence Mitchell. The speakers divided the topic into government sources and commercial publications. Each devised strategy for answering sample questions, one using government publications, the other nongovernment. The merits of each approach were compared.

Approaches to stocks and securities questions were cited by Anne Roughton and Karen Rollin. Ms. Roughton discussed titles for popular reading and background information. Ms. Rollin pinpointed the investors' aids.

Audrey Powers reported what to expect when turning to a foreign consulate or trade representative for help with patrons' questions.

A professional librarian, Ann Handley, who currently works as a marketing consultant, told the audience what is frequently involved in making a market survey. She discussed the ideal, then contrasted the theoretical with an example of an actual survey as it might be made. Hints for what the librarian can do to assist the library user in making a survey on a small scale were given.

A representative of the California State Library, John Cully, reported the back-up help available from California State Library Service to Industry (CSLSI).

Two business specialist librarians, Harriet Collopy and Helen Dunbar, sat as a panel to discuss in some depth the approaches that might be taken with more difficult business-related questions. Their potpourri of advice included description of the special materials held at each of their libraries.

A librarian who operates a small business in San Francisco gave a mixed bag of advice for library assistance to the small business person.

* * *

HOW MANY WIDGETS? STATISTICS SOURCES

Tibby Storey, Florence Mitchell

Ms. Mitchell

Tibby and I have divided our talk between government sources for statistics and non-government. I'm going to discuss the nongovernment, but when we talk about statistics, about 90% of them are government documents, so my section of this is very short. This is my list of sources [see page 46]. I thought of a few more things last night that should have been on the list, and we'll be talking about them as we discuss questions that have been submitted. We've brought an array of items we thought people might want to look at later on.

The first title that is not a government source is *Statistics Sources*. It is actually a source for getting into the government documents. Almost everything included leads to a government document, and when confronted with a statistical question, you probably want to use this. But I think that after getting used to some of the other sources, you'll quickly turn to something different.

Another source is *European Historical Statistics*. This title is not very familiar to me. I haven't used it much. Nobody submitted any questions of a historical nature, so I'm not going to discuss it here. But it does exist and it is useful.

My favorite is the Wasserman *Encyclopedia of Business Information Sources*. The beauty of this title is having in one source an entree into handbooks, special issues of periodicals, government statistics, and many other published materials all in one book, arranged by industry or by specific subject of topic.

The other things I want to mention here are mostly business statistics sources, because that was the general theme of the workshop today. The only one I have qualms about is the *Guide to Special Issues in Indexes of Periodicals*. The index is very poor. It is useful; if you can remember the title of a periodical that you think has a special issue, you can use this to find out which issue it was. If you know that *Dun's Review* has some special issues, you can look them up. But if you're looking for a particular statistic and try to use this index, it's going to take a long, long time. If the publisher would redo the index, it would be a great directory, I think.

Those are all the things I have right now. Tibby is going to discuss some of the basic government sources; then we're going to discuss the questions submitted and see how our materials fit in.

Ms. Storey

One really can't talk about government statistics without talking about *American Statistics Index*. Probably all of us, at some time or other, have heard discussions about *American Statistics Index* so I don't want to be too repetitive, but when it started being published, it changed the entire way one approaches government documents. It made everything much easier, to start with, but it also gave access to statistics that had been nearly inaccessible. One knew they might be somewhere, but finding them was practically impossible. When it started, they put out one annual set, and then the next year they published another annual but with retrospective coverage back into the 1960s, and that forms the basic set. I brought along today the first annual supplement. What it does is examine all sorts of government publications that have tables. Often the tables are just hidden in the publication, but this index gives you a lot of detail about what's available even though it may be rather hidden. The indexing is very good. One of the best things about it is its category index, which is separate from the main index. The category index is useful for finding a statistic by a geographic area, for example, or by sex or by race. It's possible to use that part of the index rather than the subject index in the main part. It's a very time-saving, useful feature.

Another tool for statistics sources is the *Statistical Abstract.* We're all familiar with the *Statistical Abstract*, but I can't emphasize too much that it is a good source for discovering where to find more detail. At the end of each table a note tells the source of the table; then one can turn to that source. There's also a list of sources at the back that's very, very good. *Historical Statistics of the U.S.* is another good source. Retrospectively from 1970 there are the same kinds of tables as in the *Statistical Abstract.* It has a time index, but all the tables are also arranged by subject.

Those are the basics. Now we'll examine some of the questions submitted that can be answered using these tools.

The first question we're going to talk about is, "What is the current cost of living in Venezuela?" The federal document that deals with that is a quarterly publication called the *U.S. Department of State Indexes of Living Costs Abroad and Quarters Allowances*, so of course, I went to this, only to find that the table with the indexes does not include Venezuela. However, there's another table that has their quarters allowances. Caracas, Venezuela is on that, and we can make some assumptions--for example, one can discover how much was allowed for living there and then compare it with other countries that are included in the index. The indexes in this, though, are relative to Washington, D.C., so you'd do best to work with this and the *Consumer Price Index* and some other sources to get an actual cost of living rather than an index. I think Flo has something she wants to mention that's better.

Ms. Mitchell

I remembered this from U.N. documents, and I don't know if it's been updated. It's called *Retail Price Comparisons for International Salary Determination*, number 14 in their *Statistical Papers* series. This was published in 1971--it's the latest one I could find--for Venezuela. What it would give you is a place to make comparison between Caracas and New York City between food, clothes, housing, miscellaneous; and they list specific items--peaches, pears, lamb chops, gasoline, razor blades, toothpaste, and all that sort of thing. They list the place-to-place comparison, with a summary and index. As far as I can tell, it's the best thing to use just for that angle. You cannot find it in the Department of State materials.

Ms. Storey

The next question that we decided to talk about: "Patron needs data regarding U.S. energy consumption and projections for next 10, 20 years or more, each projection broken down as to type of fuel." I didn't have time to pursue this one completely through *American Statistics Index.* There is a periodical that's from the Federal Energy Administration called *Monthly Energy Review.* It has good statistics on current consumption of all sorts of different types of energy sources. However, when I took a look at it, it doesn't actually have projections far ahead; it has some projections over the next few months. But then I looked at *Statistical Abstract*, as I sat here this morning thinking about this, and there is a table here. It still doesn't answer the question, but it does have projections for 1985 and 1990 and so on. It's in total BTUs, quadrillions of BTUs, so it doesn't break down the kind of fuel or the kind of energy that's being used, but it does tell you that the table is abstracted from the Department of the Interior's *Energy Perspectives.* If I were actually working on this question, I would then go to *Energy Perspectives.* I would also go to *American Statistics Index* which, as I say, I haven't done for this particular question. Flo, you had something else you wanted to talk about on that question.

Ms. Mitchell

I didn't check it out completely to see if I would find an answer, but I would have started with *Predicasts Index* and then possibly gone on to another periodical index

to see if I could find something, but I didn't go through the whole thing. You're all familiar with *Predicasts*.

Ms. Storey
The next question also has to do with energy: "Interested in how much utility costs to the consumer have risen since the oil embargo of October 1973; rises expressed in percentage amounts are desired." That's another one where *Monthly Energy Review* would be good for current information, but it's a fairly new periodical, and it doesn't go back to 1973. However, the *Consumer Price Index* does have utility costs included, so one could use this for that kind of question too.

Ms. Mitchell
One thing on my list is the *Handbook of Basic Economic Statistics*. Now, if you haven't got the government documents handy, you could very easily use this for any kind of *Consumer Price Index* item. Just as you would find it in *CPI*, you'd find utility costs in here, I think, though I haven't actually found it. It should be.

Ms. Storey
OK, the next one is, "Where can one find the prime lending rate charted for the past 10 years?" In the documents, interestingly enough, the prime lending rate isn't in the *Statistical Abstract*, unless it's hidden so well that none of us could find it, but the Federal Reserve Bank does put out publications on that. Every year they do an *Historical Chart Book*, and it's just what it's called. It's charts. There is one that's on the prime rate, and it brings you up to 1975, this latest one. Then the *Federal Reserve Bulletin* has the prime rate every month.

OK, the next one is, "Searching for statistics on earnings for photographers for 1976-77." There is a periodical called *Employment and Earnings* which doesn't quite do it but almost does. There is in here hours and earnings, and it lists by SIC code. It does not go into much detail, but it does include SIC 722, photographic studios, and it gives the average hourly earnings and the average weekly earnings, and it is quite up to date. It goes up to August 1977. So this is one type of photographer. Granted they don't make very much--they make $3.85 an hour--and I have a feeling that fashion photographers make a little more than that, so it doesn't cover all of it, but it's a beginning at any rate.

Ms. Mitchell
Any kind of career file that you have or the *Encyclopedia of Careers* should give you some sort of salary information on any kind of profession. Photographer, as Tibby said, is a difficult one, because the question is vague to start with. Earnings for photographers if it were for the local area, which is likely if you have a person looking for a job... They'd want to know what they were going to earn, and they'd probably be interested in any kind of local information you could turn up. I know that California State puts out the little occupational guides that will give you a local study of a particular occupation or job and how much the salary is, which would be very helpful if this were a local question. Tibby said, "Oh that's just government," but government salaries are the only ones that are legally required to be disclosed publicly. We have the BASSC *Wage and Salary Survey*. That's the Bay Area Salary Survey Committee. It's published by the Pay and Benefits Center of the California State Personnel Board. The committee makes a confidential survey of salaries in the area; then they sell the compilation of the survey to the Civil Service Commission to use in determining salaries. The *Survey* is available at San Francisco Public Library in the Government Documents collection of the main library and also at the Business Branch. If anything similar exists in your area, I would think that would be a gold mine of information on that kind of topic.

Ms. Storey

Another question: "Patron is writing a research paper and wants most up-to-date information for manpower statistics in manufacturing industries by SIC classification." This is another one for which *Employment and Earnings*, the one I just mentioned on the last question, would also be very helpful, because it does have employment by SIC. Again, it's not very detailed SIC, but when a person wants the most up-to-date, a monthly periodical is going to be better than some of the census material that is not so recent.

"Where will I find year by year comparison of U.S. consumer price index?" Everywhere. Anywhere and everywhere. *Consumer Price Index*, to start with. It also appears, though, in the *Monthly Labor Review* in their statistical section, and it appears in the *Survey of Current Business*. Year by year, you'd find it in *Statistical Abstract*; way back year by year, *Historical Statistics*. Then, of course, when they say comparison, do they want the index figures, or do they want percentage changes? The *CPI* itself is simply the index figures with a given year, 1967, as 100, and then how much prices, or cost of living, has changed in relation to what it was in that particular place in 1967. But it's a simple matter to change those index figures to percentages.

Comment from audience

You can call the Bureau of Labor Statistics, and they will tell you how to do the calculation. It's very simple.

Ms. Mitchell

It's simply the difference between the earlier index number and the current index number divided by the earlier index number times 100.

On the consumer price index, what I like about my little *Handbook of Basic Economic Statistics* is that they will bring you back over the years on any base you want. If you want to have the base 1967, which applies right now, they have different tables to each base, so you don't have to keep recalculating and go back to zero. I just wanted to mention that.

Ms. Storey

This is a good one: "What is the number of deaf people in the United States? Patron needs number for market study for smoke detector devices. Data not included in the U.S. Census." This is true, it's not in the census. You sort of look at that question, and you say, "Well, I don't know." But *American Statistics Index* really came through on that one. There was a Health Interview Survey in 1971 (but I think the figures would remain pretty much the same in terms of proportion of the population) that actually did all that. This is *Vital and Health Statistics*, Series 10, No. 101, from the National Center for Health Statistics, and the title is "Persons with Impaired Hearing in the United States, 1971," which is when they did this survey, and it actually breaks it down. In the introduction are the figures of how many have impairment, how many are classified as unable to hear spoken words, and that gives you basically your figure for deaf. Then, of course, their use of it for smoke detectors was not a part of our problem. Anyway, I was very pleased with *American Statistics Index* on this, but it's just typical of what it will do for you.

Ms. Mitchell

I had a wonderful time with this question. I decided to start at the beginning, so I went to *Reader's Guide*. That gave me a reference to a 1976 issue of *Intellect*, but it was at the bindery. So I went back to *Reader's Guide* and tried some of the other subject headings, such as Hearing Aids. At that point I forgot what the question was, and I found a marvelous article in *Consumer Reports* on hearing aids, about

seven pages on all different kinds of hearing aids, how many had been purchased, sold, budgets of companies, and whatnot; and I thought I had found the answer until Tibby reminded me that it was smoke detectors and not hearing aids that I was supposed to be looking for. But I did, in going over this *Consumer Reports* article, find that the government was interested. They were having hearings. There was a special committee in 1971. I think at that point, if I were being sensible and not limiting the search to a nongovernment source, I would have started going back to the government materials.

Ms. Storey
Here's another question that was submitted in advance: "How will I find sales statistics for various products, preferably by brand name? For instance, list by volume of sales the most popular electric shavers." This is a bad question for documents, because they're asking for brand name. It's federal policy not to do any statistics by brand name, and, as a matter of fact, to suppress any statistics that would reveal any information about a specific company. Now, I don't know--this question, the way it is worded "volume of sales," might mean money volume and it might mean units. In working on a similar question yesterday, unit sales seems to be very difficult to find in government publications too--actual number of items sold as opposed to sales volume in dollars. So this is one I would not attempt to answer using government documents. I'll let Flo make some comments on that too.

Ms. Mitchell
I didn't try to find the answer, but I assume you'd have to do a periodical search, possibly starting with the *Encyclopedia of Business Information Sources*, to find a special periodical that would recap the industry for the year. They may mention it, but I have no idea whether you would actually find it by brand name.

Ms. Storey
We didn't actually have a question submitted dealing with import/export, so we made up one--well, we didn't make it up. A question came in last Friday afternoon to BARC asking total volume of trade between Australia and the United States for three different years. The things that were used to answer it were these two volumes, the *FTs*. There are a lot of publications in the *FT* series, the *Foreign Trade* series. These particular ones, *FT 155* and *FT 450*, are annuals. One is on U.S. imports, and one is on U.S. exports. These are by world area by commodity groupings, so you can go to the particular country and find out the total volume. There are others that are arranged by commodities so that if you wanted to know how much trade the U.S. did in a particular commodity, you would go to the other volume, not to this volume. But it's a good series, and it's the basic raw statistics source for foreign trade with the United States.

Ms. Mitchell
There are two other sources that are not on my list, and I don't know whether they're on anyone else's list. I assume somebody will be talking about these later, if there was that much import/export interest. The Dun and Bradstreet *Exporters Encyclopedia* and the one that's almost identical information from the Bureau of National Affairs, the export/import service they publish. There are many statistics in there. I'm not sure that you're going to have the service in your library, but it's all in there.

Ms. Storey
I think that's about it. I have written down here current information on the cost of *American Statistics Index*; their sales rep was here yesterday, and I told him I would be mentioning it. If anyone is interested, the current price for that is $675 a year. That's what we pay here for a large library. If you're a corporate library it's $965. But if you're a small library it's only $385. Anyway, I can't speak highly enough of it. If you have a large enough collection of documents to know that they are good sources for you, I just can't say enough about the *American Statistics Index*.

THE LIBRARIAN AND THE INVESTOR
Aids in Fielding the Stocks and Securities Questions

Karen Rollin

There is a large group of material in the kits concerning my talk. The first two lists to look at are "Investment Favorites" [appended p.47] and "A Matter of Philosophy" [not included in these proceedings--ed.].

Let me tell you some stories which may be familiar to you. They're common occurrences at San Mateo Public Library, a medium size library with a larger than medium size business collection. A man approaches the reference desk and says, "Where's your *Dow Theory Letters*?" "I'm sorry, sir, we don't carry *Dow Theory Letters*," is the reply. "What!" says our gentleman, with a snarl, "how can you call yourself a library and not have *Dow Theory Letters*?" "Well, sir," I begin to explain our policy on business advisory services, how many there are to choose from, and how our library budget can only go so far, and would he like to look at *Value Line*, or *Standard and Poor's Outlook*, or United Business Service, or perhaps..., and I immediately produce a bibliography that I have ready for just such purposes. Alas, my patron is glowering disdainfully. "*Value Line*! Those clowns don't know investments from a horserace. If you're so short of funds here, I recommend you drop *Value Line* and get *Dow Theory Letters*. In the meantime, I guess I'll just have to go to the City," meaning San Francisco, and out he goes. Later a patron comes to the desk and says very sweetly, "May I see *Value Line*?" Upon being informed that someone else is already using *Value Line*, she says sternly, "Perhaps a library our size ought to have two subscriptions to *Value Line*, since it's such an important item." What's a librarian to do?

The truth is, investors are a determined group of people, quite firm in their ideas on how it should be done, and no two are alike. I have found most seem to think they know exactly what they want in the way of resources for the library, but few know the full range of materials actually available. I think we can help our patrons in this matter: Know your collection; be ready with alternatives to the very specific item your patron wants if you don't have it.

We prepared a bibliography at San Mateo Public Library as an attempt to acquaint the patrons with our particular collection and things they might use there. The bibliographies in your packet reflect the efforts of many people and illustrate the resources of libraries larger than San Mateo Public Library--perhaps larger than yours, a little overwhelming maybe, maybe more than you really wanted to know? Maybe I can help sort it out a bit.

For simplification, let's say that roughly investment services or reference materials fall into two groups. I say roughly--it's really sort of on the curve, but say roughly. First is the reporter. This type gives factual data, reports news items, provides performance charts, details a company's activity, projects, trends, management, etc. The information is, more or less, true and is documented. Titles which generally fall into this classification would be the *Wall Street Journal*; *America's Fastest Growing Companies* by Herald, Inc.; Commodity Research Bureau publications, particularly the *Commodity Yearbook* and the *Statistical Abstract* service; *Johnson's Investment Company Charts*; the *Moody's Manuals*; *Standard and Poor's Corporation Records*; *Moody's Investment Fact Sheet*; *Standard and Poor's Stock Reports*; the *Funk and Scott Indexes*; *Business Periodicals Index*; *Prentice-Hall Capital Adjustments*; *Walker's Manual*; and the *Wiesenberger Investment Service*. Now, I don't want you to take this down as gospel. These are mostly illustrations. If you recognize any of these titles, then you'll see that these are services or reference materials which provide a report of what's happening--factual information.

The second group is commonly called investment advisory services. They provide advice or opinions. The ones the library would more likely carry would provide opinion substantiated by fact, but your patron may not care. An advisor says, "Buy." Your patron may want to buy, and he may not care why. All of these items are expensive, and to the uninitiated they may not seem worth it. Some of them are just two pages; some of them come and go; some have been published for decades. My personal feeling is that few of these advisory services belong in a small or medium size library where funds are limited and the emphasis of the collection should be, as much as possible, on fact, on primary information. Where these items are included in the collection, a wide range should be available for balance and not just one or two. Of course, the ones included on your bibliography are the more firmly established class. If you were to have only a few, I timidly recommend *Value Line*, *Standard and Poor's Outlook*, *United Business Service*, and *Trendline*. For bonds, there is *Moody's Bond Survey* and the *Standard and Poor's Fixed Income Investor*.

The questions fired at us from our investors are not usually gripping ones. "Where's your investment section?" or "I'm interested in mutual funds." If s/he is really expansive, the actual name of the security may be divulged, but not usually. They're usually very private. They're very determined that this is their thing, and they don't really want to get the librarian involved.

If your patron's question is general stocks and bonds, your library should have, in addition to the *Wall Street Journal*, liberal offerings from either Moody's or Standard and Poor's. These two companies are competitors and supply similar materials. You may choose *Moody's Manuals* or *Standard and Poor's Corporation Records*. If you're a larger library, you can have both. Next you'd choose *Standard and Poor's Stock Reports* or a brandnew item from Moody's which is the *Investors Fact Sheet*. *Standard and Poor's* has a *Stock Guide* and a *Bond Guide*.

Suppose your patron favors commodities or futures. You should serve him up with a dose of Commodity Research Bureau publications that I mentioned before--the *Commodity Yearbook*, the *Statistical Abstract Service*, which is a quarterly supplement to the *Commodity Yearbook*, and their *Chart Service*. They also have a *Newsletter*, if you really want to go all out.

For mutual funds there's *Wiesenberger Investment Company Service*, the basic source of information for mutual funds. Also, *Johnson Investment Company Charts*, which is an annual publication. I've been asked to mention a periodical which deals with mutual funds. *Fundscope* was a periodical devoted to mutual funds, but it discontinued publication in 1976. I don't really know of anything to take its place. Some financial publications do cover mutual funds regularly, however. *Financial World* gives space to mutual funds in their February, May, August and December issues. Their February issue has a summary of the mutual funds performance from the previous year. Similarly, the February, May, August and November issues of *Barron's*, and since this also has several publications in the month, it's a tie that pinpoints mutual funds. During those particular months you can look at those issues and find some articles on mutual funds.

Much has been written of a general reading nature on options or warrants, but I personally am not familiar with any reporter or advisory service dealing specifically with this type of investment. I believe there's one included on your list, the *R.H.M. Survey*. I'm not familiar with that personally. Options is an expensive game, I hear. I'm not familiar with it at all.

Obsolete Securities

Once upon a time in 1962, there was an MBA student who for some reason decided to paper one of the rooms of her home with some old, worthless stock certificates. She gathered them up, applied the paste, and stuck them to the wall one by one. It was looking pretty good, a nice effect, but gradually our lady began to read some of those old certificates and to wonder about some of those old companies. Nothing more

than curiosity led her into research, and from there the discovery that one of those certificates was actually worth $1000. This lady, whose name is Micheline Massé, established the Stock Market Information Service in Montreal in 1969, a company which researches other people's so-called worthless securities. There are several companies like Ms. Massé's which do this kind of work for a fee, and they all have incredible success stories. One of the best ones is about Dwight Ellis and his original $250 investment in 1937, which yields him a current $52,000--from $250 to $52,000. It's not likely that we can do that for our patrons, but maybe we can start them on the way.

There are two simple steps. First, know your collection. We have included a bibliography for you to check ["Worthless Securities, dust and maybe dollars"]. There aren't very many reference sources available really. There are the ones on the list--do you have them? Does your headquarters have them? Or anyone in your reference system? Second, be very clear about the referral information that you can give your patron. There are many sources outside the library which your patron would be delighted to hear about. I find that I can't really give definite information on obsolete securities. I can check through the items in the library, but to give an absolute answer as to whether that stock is or is not worth something, sometimes I can't do that, and I think it's important not to just let the patron stand there thinking, "Now what do I do?" I think it's important that the patron know what he can do when he leaves the library.

A question such as this--"I found these old securities in my grandfather's trunk; do you suppose they're worth anything?"--would receive the following treatment at San Mateo Public Library. I would check, of course, all the standard directories--*Dun and Bradstreet*, *Moody's*, *Standard and Poor's*, *Thomas' Register*, *Directory of Corporate Affiliations*, *Standard Directory of Advertisers*--those that you probably have in your business collections. Then I would check the *Directory of Obsolete Securities*. That's the *Financial Stock Guide*, number two on your list. It covers stocks which somehow lost their identity between 1927 and 1973. It does not include all stocks. Then I would check *Fisher's Manual*, which is number one on your list. Then I would check *Prentice-Hall Captial Adjustments*, which lists everything that's happened to a particular stock--mergers, name changes, stock splits. I would check *Business Periodicals Index*, *Funk and Scott* and *Wall Street Journal Indexes*. If all this fails, which is possible, I would try writing to state corporate filing offices. Find out the state in which the patron's company was incorporated. It's right on the face of the certificate. Then give your patron the address of the corporate filing agency of that state. Usually it's the Secretary of State. And lastly, give your patron a list of companies that research obsolete securities [appended p.46].

A little statistic to spur your patron onward: 10% of these old, worthless securities really aren't worthless at all, but have some real value today. And if your patron's certificates are not among that 10%, I suppose they could always be used as wallpaper.

* * *

CONSULATES AND FOREIGN TRADE REPS. HOW CAN THEY HELP?

Audrey Powers

As background for my talk, I should mention briefly the BARC project that I am involved in. During the past several years BARC has been visiting and analyzing the collections of special libraries in San Francisco and the greater Bay Area. Recent issues of *BARC Notes* have included reports on some of these collections. Through this cooperative project, BARC has gained systematic access to the wealth of collections in special libraries in the area. Visiting the consulates was an extension of this project, and future issues of *BARC Notes* will include notes on some of the collections.

California Librarian, Oct. 1977, has an article on "San Francisco Foreign and Ethnic Collections and Libraries"; included were several of the consulates. Contacts for the consulates and other foreign government representatives are included in the Yellow Pages for major cities; San Francisco has consulate representation for many of the larger countries. Another publication also provides listings: *Foreign Government Offices in California: a directory* (available from: Center for California Public Affairs, P.O. Box 30, Claremont, CA 91711. c.1978, $7.95 ppd.). It's a lot of fun and very informative to visit these agencies. BARC had frequently called them for reference assistance over the years, but not visited them; on-site visits increased our awareness of their resources.

Some of the major kinds of materials at the consular agencies are phone directories for the particular country, including cities and some of the smaller towns and regions. Those of you in small libraries probably don't have these. San Francisco Public Library has directories for major cities but few for the smaller areas. The consulates also have postal code books, comparable to the U.S. Zip Code Directory. They frequently have trade directories for their countries, magazines and newspapers dealing with business and finance of their country, often in the language of the country. Often represented are publications of industrial associations and government agencies, including many statistical documents. Often there will be material on tax and tariff structure; frequently legal codes for the countries; and a lot of materials well organized in collections that generally are open to the public.

The consulates all do a tremendous amount of what librarians call I&R. They try to keep extensive lists of individuals and organizations that might be of interest, but they also perform a most valuable function in knowing a contact when they don't have the specific information. For this reason, don't hesitate to try them for something that's fairly obscure, because if they can't find something in their own collection, they'll generally know whom to refer the patron to in their particular country. They often provide an address for your patron to write to.

In some of the larger consulates there are separate trade sections. Frequently these separate trade sections have their own individual library where they work with people such as market analysts. The general purpose of these trade sections is to promote the products and industries of their own country. They assist export for that country. They are very good at knowing what agencies in the U.S. should be contacted for information. I picked up the important point that frequently a question that sounds like it's a question for a consulate turns out to be a question for the U.S. Small Business Administration or the Department of Commerce business service field offices. If a patron is interested in exporting to another country, it's really the U.S. Department of Commerce they should contact. Mostly the embassies and consulates have information on import and export from their own country; but in terms of advisory for the businessperson here, either the embassy for the U.S. in that country or the Department of Commerce here is the contact. It's an important distinction. However, if you contact the consulates inappropriately, they'll put you in touch with the appropriate U.S. agency. They know their materials well.

To describe further the business related materials available at the consulates, I'll use as an example the British Consulate, which separates their commercial trade section from their main library. Again, the primary concern of the commercial section is to assist British export. They have publications on taxes, governmental structure, and wonderful directories, including the Kompass directories, *Marconi's International Register*, *U.K. Trade Names*, and *Guide to Key British Enterprises*. They have trade directories by subject, many from the individual British associations for the trade--agriculture and fishing, agricultural machinery, and aviation, for example. BARC has received help from these when searching for a company address.

The main library, as opposed to the trade division, also has some interesting materials. They have many government publications, such as *Overseas Trade Statistics of the United Kingdom*, the *Monthly Digest of Statistics*, phone directories for major cities in the United Kingdom, and the Policy Background and Policy Statements from British Information Service Policy and Reference Division. These policy publications frequently relate to business and investment: Here's one on the *Energy Conservation Program* in England [displayed] & one on *Sterling Intervention Policy* and the effect on the economy. These position papers and policy statements frequently give helpful information on business backgrounds of a country.

When I asked the British Consulate about the types of trade questions that they regularly get, I was told the most frequent request is for address, Telex, or other contact for a British company. Frequently they are asked for names of representatives in the U.S. for the British company, or for background information on a particular company.

Another frequent type of request is for names, contacts, addresses of particular associations or organizations in the United Kingdom--sources for supply in England, manufacturers of various commodities, and import duty quotations. I asked about the form of communication or contact with England and learned they generally contact by mail, but if there is an urgent request, they do have Telex, and they will do a Telex message.

Another one of my favorite consulates was the Canadian Consulate, which also has a formal library. One of the services that the library provides is a daily news summary from Canadian newspapers. The staff reads the newspapers, summarizes all the articles of interest or importance, and publishes the summaries. So if you want to know what's going on in Canada, particularly if it's going to have an effect on the U.S., this is a good source.

Of course, they have Canadian newspapers, magazines, *Who's Who in Canada*, *Canadian Trade Index*. They have all of the Statistics Canada publications, handbooks on Canadian customs and tariffs, and provincial laws and statutes.

In their separate trade section they try to keep information on companies from all provinces in Canada. They have a large collection of statistical material, virtually everything put out by Statistics Canada, the government agency handling statistics. This consular trade section also tries to maintain business and product directories from industrial associations in Canada and from all the provinces. They have such items as the Financial Post's *Survey of Mines*, *Survey of Oils*, and *Directory of Directories*; *Canadian Industrial Shows and Exhibitions*; and *Canadian Jewelry and Giftware Directory*. The public is welcome to use materials there, and to telephone with inquiries. Again, they contact Canada by mail or by Telex and receive material in their regular diplomatic pouch. Their major questions also fall into the same categories as the British Consulate--addresses, contacts for companies, product information, and so forth.

Two other interesting libraries I visited were in the Japanese Consulate, which has a separate information service and a Japanese Trade Center Library (JETRO). JETRO is an organization in Japan with worldwide membership, whose goal is to promote trade with Japan. JETRO publishes a number of brochures on topics ranging from *A Handy Guide*

for the Businessman, Japan as an Export Market, Doing Business in Japan to more specific topics as *Survey of Potential Machinery Market in Japan, Handbook on Japanese Taxes, Operating a Business in Japan, Japan's Import and Marketing Regulations--Selected Consumer Products, Japanese Market in Figures, Contracts and International Trade.* Generally you write to an organization like JETRO on your library's stationery, and they will send you free copies of their publications. Probably on your first contact you'll get their publications list, and you can select materials of interest. They are fairly understaffed, but quite nice, helpful people.

In the separate Information Service Library there are copies of *Who's Who* (in Japanese), Japanese newspapers in English and in Japanese, *Japan Statistical Yearbook* for a number of years, the codes for Japan, *Standard Trade Index of Japan*, phone directories for Japan, and so on.

A problem with sending people there is that not all the material is in English. A lot of it is in English; a lot of it is bilingual; but a number of the sources are only in Japanese, so patrons may need assistance in using Japanese language materials.

JETRO itself, the Japanese Trade Center, has all its own publications, and they produce a large number of these. They house statistical and industry publications from Japan, many available only in Japanese. They have a vertical file of clippings, pamphlets and brochures on Japanese industries. They have lots of government publications on industry, imports, exports, by country, by commodity (equivalent to the U.S. Department of Commerce FT series for Japan), corporation newsletters and bulletins. Their primary purpose is to provide materials relating to trade opportunities in Japan for American business people. Some of their materials are not available for public perusal.

The types of requests JETRO receives are primarily for addresses for individuals, companies, and organizations; commodities questions; information on manufacturers, shipping companies, importers and exporters. A particular question with which BARC contacted JETRO was distributors and contacts for importers of the kamado, a Japanese barbecue cooker. They also frequently get repair questions. If you have such a question and are stuck with trying to track down an address for a company, they can help. Frequently they'll know who the individual company representative is in the U.S., so your patron might contact the company for the repair of a particular item, say a Japanese camera.

Question
Do any of these consulates provide translators?

Ms. Powers
They generally do not provide translators, but they may supply names of people who do translation for a fee. Also the Yellow Pages has listings under Translators and Interpreters. Most translators will not do lengthy items except for a fee, so forget it as far as getting a lot of translating done for free. You can't send someone into a consulate with a letter from home, or a lengthy item, and expect them to translate it. They won't, but they may be able to help you find someone who will do it for a fee.

If there are no other questions, I'll sum up by saying there's a wealth of business-related information and trade statistics information available from the consulates. By typifying a few for you today, I've tried to identify some of the principal kinds of help you could expect for your patron with a business question if you refer to a consular agency.

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WHO WILL BUY MY WIDGETS? MARKET SURVEYS
How the Librarian Can Help the Businessperson Know Who/What's Out There

Ann Handley

You know, I feel a bit uncomfortable up here--and a bit impure. Uncomfortable because I know I'm all that stands between you and lunch. Impure because you are all out there in libraries doing what I think are very important things in the service of society while I have sold out to the corporate establishment. The twinkle in my eye comes from knowing that I sold out for a good price.

As I thought about what I could do this morning to help you understand and satisfy your patrons' needs for marketing information, I went after the topic from several different directions before I settled on approaching it this way:

YOU are the experts in the world of publications. If I can tell you what is needed, you can probably tell me where to find it. With that in mind, I'll tell you where library research fits into the process of doing marketing research and then try to outline for you the essential questions that marketing researchers try to answer. I'm not saying I'll leave you sourceless, but rather that I'll emphasize the questions.

Let me begin by doing the usual boring thing that most speakers, professors and others of that ilk do--let me define marketing. Marketing is an interdisciplinary field basically in the social science camp. It draws from economics, sociology, law, psychology and statistics among others. Marketing is a dynamic field because it affects and is affected by the political, legal and social context in which it operates. Marketing is concerned with everything from the physical distribution of goods to the psychological factors which result in consumer preference for a particular brand of margarine.

That's marketing. The goal of marketing research is to either find or create and then interpret the information which bears on marketing decisions. That little exercise in defining was designed to persuade you that marketing questions and problems can be answered from sources far afield of your library's business section, that marketing is as much an interdisciplinary field as a business field.

Now, where does library research fit into this broad, dynamic scenario. I thought you'd never ask. When we undertake the analysis of a marketing problem, there are four basic steps: First, define the problem; second, perform a situation analysis; third, conduct an informal investigation; fourth, conduct a formal research project. It is in the second stage that libraries can play a critical role. After the problem is defined, the researcher does a situation analysis wherein she may first talk to informed persons--for example, executives in her company or persons currently managing the kind of business she hopes to found--second, she will study published sources available in libraries.

Sometimes, research stops at this stage because the problem is clear-cut. For instance, if we reduce the quality of our condoms, our baby rattle sales will eventually rise. Or research stops because someone else has already done research that almost exactly answers the problem. It is certainly desirable to terminate research at this stage because moving from secondary research to primary research means moving from the relatively inexpensive to the very expensive. Formal research projects which often consist of consumer interviews, mail or telephone surveys can cost $25,000 or half a million dollars. If the research does not stop at stage two, then libraries can again lend a hand in stage four, the formal research stage. In this case the role would be to provide sources on experimental design, sampling theory, questionnaire design and statistical analysis.

So we see that a library can provide two types of services for the market researcher. The first service is appropriate at the situation analysis stage and pro-

vides information on products, industries, consumers, competitors and the like. Libraries can again assist the researcher in stage four by providing "how to" materials.

Now you should have a sense of market research and the library's role in it in the abstract. Let's move to something a bit more real and a bit closer to home. "Breathes there a librarian with soul so dead that never to herself has said... 'Damn! would I like to get out of this place and open a bookstore in Phoenix (always wanted to send my sinuses to Arizona) where I can use my $60,000 income to buy that 40 acres and garden in my spare time. Hmm, but I can't just go over there and invest my entire $300 in capital without being fairly sure I can make a go of it. Perhaps I should hire a market researcher.'" Off she goes to the market researcher, to someone like myself, who says "Great, I'll do it for $10,000." (See, what the librarian doesn't know is that the market researcher is trying to get enough capital together to open a bookstore in Phoenix and--well, you know.) So the librarian is on her own. What to do?

We budding entrepreneurs (though we may feel more like librarians gone to seed!) need to know about the local economic base, population and income trends, demographic characteristics, competition and the attitudes of persons of influence in Phoenix. Besides all that, we need to know something of the bookstore business itself.

We ought to do that last thing first--find out about the bookstore business. The Small Business Administration, Bank of America's *Small Business Reporter*, and a DIALOG search, as well as trade association publications can help us do just that. As we acquaint ourselves with the world of booksellers, we will find that our $300 capital fund is between $20,000 and $50,000 short. That if we want our gross annual sales to be between $75,000 and $100,000 then we'd better revise that $60,000 income figure downward by a factor of four. Well, our fantasy may be tarnished, but it still holds considerable appeal. We also find in the Census of Business that a bookstore has a reasonable chance of success if it is serving about 25,000 people and that a bookstore doesn't generate its own traffic. We also find that a community with a large number of college educated people of higher than average income is most hospitable to a bookstore.

Now that we have a fairly clear idea of what makes for a positive environment for a bookstore, we can begin to evaluate Phoenix to see how it measures up. First, we want to be sure that Phoenix is basically healthy economically. That means, in part, that it should have a broad economic base. By looking at the U.S. Census *County and City Databook* and *Sales and Marketing Management's Survey of Buying Power* we can infer the breadth of the economy. Both employment distribution among manufacture, farm and retail establishments and value added by manufacture and extractive industries are signs of economic breadth and growth potential. *Survey of Buying Power's* effective buying income gives a measure of general prosperity. None of these figures can be evaluated in a direct manner, but should be compared with national averages or a sample of cities to see how Phoenix ranks among them. The ideal locale for our business is a prosperous city with a broadly based economy and growth potential.

If we use the census and *Survey* to plot both income and population over, say, a ten year period, it will give us a good feel for where Phoenix is going. In addition, the *Survey* makes projections that will help us evaluate the future business environment. Trends in retail sales, again available from the census and *Survey*, should also be considered. Next look in the phone book to get a sense of how many bookstores there are in Phoenix. Divide the population by the number of bookstores to see if there is sufficient population to support another. That magic number can be found in the *Census of Business: Retail* and probably in trade association publications.

On to demographics. Again, the census and *Survey* will tell you about the composition of the Phoenix population. What would be ideal is a greater than average number of college educated upper income individuals. It will also tell us if there are large clusters of population--say substantial senior citizens or ethnic groups whose tastes we might consider when we choose our stock.

If we are neither bored nor worn out at this point, we can come to the stickiest part--learning about competitors. Believe it or not, since I've been at the bank I've learned that that's the hardest thing to do. And we are part of a regulated industry with all kinds of public reporting requirements. We could certainly go into Phoenix bookstores, after looking in the Yellow Pages to find their locations, and try to ascertain how prosperous they are. If they appear to have a good location, good stock and service and are still hurting economically, then Phoenix probably doesn't have room for one more bookstore. If they are hurting but appear to be doing a poor job of serving their market, then there is room for a good bookstore.

The final thing--discovering the attitudes of influential people--is also difficult. We could interview business people, read the paper, look in a city directory to find out who the influential people are. What we're looking for here can best be described by analogy...remember Jerry Brown's era of limits rhetoric, and then remember how the business community said that California was antibusiness. We don't want to go to a city where the influential people talk about eras of limits. We probably would love to live in such a place--but to try to run a profitable business, we'd be better off elsewhere.

There you have it. The steps we need to take to decide whether Phoenix is a good location for a bookstore. In the real world the decision would not be clear-cut. But we're in the unreal world of librarians' fantasies at the moment, so let's pretend that Phoenix is a growing town with a broad economic base, tons of college educated people with substantial discretionary income. And why not add that its hospitality to business is reflected in low fees for licensing and for other business taxes. I know this sounds more like entrepreneur's heaven than Phoenix, but let's go ahead and assume that Phoenix is well-nigh perfect.

Our next problem is to find a suitable location within Phoenix. This part of the decision-making process takes us out of the library, but I think you should know about it because part of what makes a good librarian is knowing when you <u>can't</u> help someone.

Remember our literature review told us that a bookstore doesn't generate its own traffic. So we know that our location must be on the beaten path, perhaps in an area where people go at a leisurely pace and can be induced to browse. Our choices are probably the downtown business center or the outlying shopping centers. (Unlike a furniture store, we won't have much luck out of town on a major highway.) The city planning commission can probably supply us with vehicular counts, but we may be on our own as far as assessing pedestrian traffic. If pedestrian traffic counts are unavailable, we can stand around and sample for several half-hour periods for several days in available sites. It is also useful to know the trading area--the drawing power of a shopping center or city center. Chambers of commerce may have this, but if not, you can write down license plates and check with the DMV to see where the cars came from. The local newspaper circulation area often coincides with the trading area, and the newspaper is likely to have done some useful studies. Generally speaking, the larger a city, the larger its trading area. For example, I'd bet Santa Rosans are more likely to come all the way to San Francisco to shop rather than go to Petaluma, which is quite a bit closer.

As long as we're at the planning commission looking at vehicular traffic counts, we might as well get a copy of the five-year plan, general plan or whatever planning documents are available. This will help us evaluate the potential of a site. Perhaps a site that is a little less prosperous now will be among the most prosperous in Phoenix in three years because a huge upper income development is expected to go in nearby. What we really need is a site which is accessible to the type of customers we want to attract--say sandwiched between a Saks Fifth Avenue and a fine men's clothier rather than beside a blue collar bar.

Those are the outlines of how a librarian with a bookstore fantasy might evaluate the market potential of a bookstore in a particular city. The essential elements

include: local economic base, population and income trends, retail sales trends, demographic data, information about our competition, and information about the attitudes of influential people in the community. The sources we might draw from are: U.S. Census *County and City Databook*, *U.S. Census of Business, Retail*, publications of the American Booksellers Association, Baumback's *How to Organize and Operate a Small Business*, B.of A's *Small Business Reporter* (these are available free from any branch of the bank, or you can get them from headquarters if you pay postage), then *Sales and Marketing Management Survey of Buying Power*, publications of the Phoenix Chamber of Commerce, city and/or county planning commission documents, and local newspapers and their publications.

Now, that is all very lovely, but let me tell you what is wrong with this picture. It shows you a way to investigate the feasibility of opening a small retail business in a particular community. We have simplified things greatly, and we've avoided operation costs, advertising decisions and other things. That is because we haven't got all day.

If our task had been to establish a wholesale or manufacturing concern, we would have looked at transportation cost and availability. In the case of manufacturing, where the capital outlay involved in establishing a plant tends to wed a firm to a site for a considerable period, the future outlook for an area is extremely important. Cost and availability of the right kind of labor should also be established by one who researches manufacturing location.

In large enterprises, whether they be retail or manufacturing, amenities for senior executives are important. That would include such things as exclusive housing, recreational facilities and cultural events. It has always been interesting to me that Hewlett-Packard tends to locate in very liveable places like Santa Rosa and Palo Alto. From what I read, Hewlett-Packard tends to pay a bit less than its competitors because its employees are compensated in part by being able to live in desirable areas and by the company's enlightened personnel policies.

Also important for large scale business are global and national and state economic outlook. In the bookstore our interest was in local economic conditions because we planned to serve a local market. Larger enterprises must study economic conditions in their markets whether they be state, regional, national or international. B.of A. puts out a series of outlook reports that are available for the asking and can help you and your patrons assess the state, national and global outlook of the coming year. *Wall Street Journal* and *Predicasts* will also help.

I want to go over some of the questions you submitted for a moment; then I'll answer what I can of your questions.

Someone asked for information about doing a market survey or feasibility study for starting a bar at the corner of Jackson and Montgomery in San Francisco. As luck would have it, B.of A. has a *Small Business Reporter* called "Cocktail Lounges and Bars." I think that will get you started, but establishing a bar is a lot like establishing a bookstore--then again, it's not. The considerations are the same. I think bars are for librarians after hours; bookstores are for frustrated librarians.

Someone asked what firms in the area employ market researchers; then they wanted a list in order to do a job search. I was very surprised to discover that in the Yellow Pages under "Merchandising and Market Consultants" and under "Marketing Research and Analysis," you'll be able to find local marketing consultants. There's also Bradford's *Directory of Marketing Research Agencies in the U.S.*, which is organized by geographical area, so you can find all the things in a city listed in one place.

Someone else asked what the effects of location would be on a small business. The answer, in a word, is critical. It's so critical that a poorly run business could probably succeed in a very good location, and an extremely well-run business might fail in a bad location. I think next to having enough money to see you through the first couple of years of establishing the business, the location is important--or maybe they're tied for first.

Someone asked how could they find out the likely market for a product that they are thinking of producing. If it's an existing product, I'd try the trade associations and even general periodicals. If it's a new product, you're on your own. You'll have to do your own research. One of the maddening things about being in marketing is there's so much proprietary material. Like today I really wanted to tell you about my work to give you more of a feel for what it's all about, but as I started thinking about the projects I've worked on, the questions of confidentiality, and so forth, I changed the emphasis of my topic. Anyway, there are two types of research that you generally do if you're developing a new topic, something that hasn't been out there before. The first we call qualitative research which is designed to test the concept. You have an idea for a product but you haven't developed it yet. The usual mechanism for this is called a focus group, and that's where you call 10 or 12 consumers together with a trained psychologist, and you present the concept to them and keep them there for about two hours and talk about it with the psychologist who is trained to draw them out and plumb their feelings. That gives you information on how to promote your product as well as its appeal. It tends to be the first stage before you go on to quantitative research. When you do qualitative research, you can't project. If I see five women between 24 and 35 who feel a certain way in my focus group, I can't say that's the way people in that age group feel. It's too small a sample, and the focus group is self-selected people and probably different from the general population.

Somebody asked--no, I gave up on this one. I won't tell you which one it is.

There's one other thing I wanted to mention. It's a question of my own that I added to the list, which is a really difficult problem in marketing, and I don't know if your patrons will ever come to you and ask you about it. How in the world do you ever develop a new product idea? In the bank we have so much trouble with this--coming up with new ideas. We take fresh, bright, new people, and we say, "You're our innovator this year," and we put them to work and see if they can come up with something. But what I think you need to do in order to come up with new product ideas is, you need to sort of monitor what's going on in the world around you. I think reading the *Wall Street Journal*--I don't know what else to suggest--being generally well informed, because where new products come from, I think, are places where people have problems. I think those things that you throw in your dryer to get rid of the static in your clothes so they don't creep up--OK? Get to identify some difficulty that people have, some danger that they're in, or something like that, and try to develop a product to get them out of their predicament.

The other thing is when there's a poor fit between the actuality of society and the way that the business sector is set up. One that I see in that area right now is that many homes are owned now by working couples and single people. There's really been a change in the mix of people who own homes, but the business community is set up for a couple who own a home with a nonworking wife. In fact, I had to take a day off last month from work to wait for an appliance to be delivered, because no one will deliver it--you know. Well, that's a place where there's a poor fit between the actual structure of society, and the structure of the business community hasn't responded yet. So I have fantasies about setting up a weekend repair service, delivery service, or how lovely it would be to have a security service in a neighborhood, say a square mile, where what they would do for you would be provide day watchmen or watchwomen and someone who would take package deliveries, open up your house and stay there while the phone person comes, and that sort of thing. So that's where you find out about new ideas, and that's a very creative process. If you can make a fortune out of that, I want my cut.

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CALIFORNIA STATE LIBRARY SERVICE TO INDUSTRY (CSLSI)

John Cully

I would have to assume in a group of this size that some of you have used the California State Library Service to Industry, or at least heard of it. We are a service that was set up about 10 years ago within the State Library to serve specifically the business and industrial communities in California. As a service we don't maintain a particular collection. We're a group of people, a very small group--3 1/2 in Sacramento and one in Los Angeles. We draw upon the entire collection of the State Library and the UCLA Libraries to provide interlibrary loan and reference service to business and industry anywhere in the state, and like almost all other State Library services, this one is free of charge.

We accept author/title requests, requests for periodical articles, and any kind of business related reference question. A business that has its own library may send a request directly to us, or a businessperson who doesn't have his or her own library can go through the local public library. We accept either way, but we do lend to other libraries. That's a standard policy.

So that means you have access to quite a lot of good stuff. The State Library itself is especially strong in government documents, Californiana, law, and in a good many areas in business, technology and science. If we can't fill your request, then we try to find some other source. We spend a lot of our time doing exactly that.

Our librarian at UCLA works for us, but she has a desk at the university research library. She spends her days scouring the campus libraries for requests we passed on to her which we couldn't fill. This means, in effect, a lot of especially technical material that we don't have and a lot of foreign language material, particularly journals. She'll photocopy an article for you and send it directly to you.

Well, that's what we try to do. Our policy is to try to do everything on a rush basis, because we realize that's what the business community needs. If it's not needed today, it's probably needed yesterday. So we're used to the crisis situation, and we can sometimes cope with it, not always. If you need a great batch of monographs in a hurry, let us know. We can send them by UPS or Greyhound, if one of those applies to your area. Microfiche and photocopies will go out first class, and the rest of it library rate. We do try to give a rush service, and we try to answer reference questions in as much depth as we can manage, with the time and labor we have at our disposal.

Some of the special strengths we have--I mentioned documents. State Library is a complete depository for California publications, and the regional depository for U.S. publications. There are strong holdings of publications of other states, particularly the western states, and the larger eastern and midwestern states; also publications of cities and counties--not too strong in foreign documents.

We get the NTIS microfiche series, the AD and PB series complete, apart from the specially priced ones. Those are on standing order. They're essentially complete from 1972 on, and pretty good before that. Those circulate for the regular five weeks. We get the 10K reports from *Disclosure Journal*. We don't get annual reports at present, though I'd like to start doing that one of these days.

Standards and specs--we have the ASTM standards complete. Give us the number and the title if you possibly can on those. We have pretty good holdings on the ANSI and the IEEE standards. We have the SAE *Transactions* from, I think, 1917, and pretty good holdings of the military specs.

We have borrowers who want everything from the address of a remote corporation that no one's heard of, and perhaps that we can't locate either, on up to the most complicated technical questions that we have to answer by on-line searching, for example. So send anything you might have, as long as it's in some way business oriented.

I mentioned the on-line searching. Among our greatest resources these days are the computerized data bases we subscribe to--DIALOG, ORBIT, the Information Bank of the New York Times, BALLOTS at Stanford, MEDLINE, and TOXLINE. That gives us a tremendous range of data to draw on. We use this, not just for reference searches, but also for verifying titles, authors, and so on. We get some incredibly garbled requests. One thing my staff told me to do here was, "Tell them to spell everything out." Please typewrite, and please give us all the information you have. That is for the purpose of speeding the whole process up. The more time we spend unscrambling a Russian journal title abbreviated--we get them every day--the longer it takes. Symposia and conferences are especial bugaboos. They're never cited correctly, but do your best and we'll do our best.

We spend a lot of time finding locations for items that we don't have. We use a standard periodical union list, holdings lists of various large universities and public libraries. We use BALLOTS a good deal these days for locations of monographs, because they're adding symbols for contributing libraries more and more. If all else fails in the way of reference service, we will often say, "Well, I think So and So over there at the Department of Education will know about that, or Professor X at Davis." The Davis people are wonderful for anything involving agriculture or forestry, or anything along those lines, as you may already know. There's always somebody to be found who is working on nothing but kiwi fruit, or you name it--there's somebody there who's an expert in it, and they love sharing their information. So again, we spend a lot of time phoning around for maybe the ultimate authority in whatever the item might be. We also pick the brains of our consultants at the library. Wes Doak is our marvelous audiovisual consultant. We have specialists in library buildings, in service to the handicapped, and so on. So we have a lot to draw on, as I say, and we try to get it to you as quickly as we can and as fully as we can.

That, very briefly, is what we're doing. Send your requests to us in the usual ways, but really the way we want you to do it is by using our interlibrary loan card, which is a special one we've developed. If you have a TWX, it can be set up to send a TWX message on a special form, which we tear off and it's the same size as this. My whole point is that these serve as requests, as charge cards, and if all else fails and we can't find it, we send these back to you with a message. Some of you may have these. They have a blue edge on the bottom. If you don't have them, let us know. I brought a small supply, but we'll send you a great batch of them. One per item, please.

We also do a little bit of publishing. Once a month we put out a set of four mini bibliographies called "Are You Keeping Up?". They come in different pretty colors, and they're on current topics. "Product Planning," "Grievances," "Solar Energy," "Trace Elements"--those are the January selection. You can be put on the mailing list for these, if you like. And there's a monthly list of new scientific and technical books added to the State Library--same deal; you can be put on that mailing list.

Question
Do you have any special charges to patrons for any special services, such as, for example, a subject search in a computer bank?

Mr. Cully
No we don't. About the only thing we would ever charge for, and it hasn't come up in the time I've been there, would be something special like a photostat. We charge for those, but not for ordinary Xeroxing up to about 20 pages.

Question
What if it's a huge request?

Mr. Cully
Still no charge. We might have to tell you that it will take us some time. The service

is part of the State Library's regular services, which are tax supported, and unless and until the Department of Finance makes us start charging, which they say they are going to do someday, it's still free. Now, we have to ask you to do a few things. Don't ask us to do a computer search on a very big, wide topic. We don't have the staff time, and it's very costly. We try to use the data bases as one more searching tool. So try not to ask us for a literature search as such. But no, there's no charge.

Question
What information do you need to borrow a 10K report?

Mr. Cully
Just the name of the corporation.

Question
Do you have other SEC reports, like 10Q's?

Mr. Cully
We're beginning to get some of the others. I can't rattle off exactly which ones. We don't get the Q's as yet. We have some of the foreign ones, but not many. We get all of the regular 10K's.

Question
What do you have in the way of symposia and conference proceedings? How do you locate them?

Mr. Cully
They are so often difficult to locate, and I must say that our holding of them is very small compared to the total number being published, or not being published, being announced and not published--do we have any way of identifying or finding them that's not generally known? Well, not really, apart from what I've mentioned already. We are using BALLOTS for that purpose, because we can put in key words in the title, for example, and get an accurate citation, which is very nice. Some of the other data bases will do that for us also--NTIS, for example. But BALLOTS is very adaptable to getting a correct title out of a scrambled one or a partial one. Then we have several of the printed conference listings, whose names also escape me at the moment. We can maybe do a little more than the average library, but not a great deal more.

* * *

WHAT ELSE DO WE KNOW ABOUT WIDGETS?
Questions and Possible Directions for their Answers

Harriet Collopy, Helen Dunbar

Ms. Dunbar
When we were invited to be on this panel, we were told no preparation was necessary, we could just do it as it came, so we'll be a little off the cuff. We were asked to give you an idea of some of the special materials we have. Perhaps Harriet can start off since she supervises one of the largest and busiest business libraries in the area.

Ms. Collopy
The Business Branch of San Francisco Public Library is on Kearny Street. We have about 1200 books, 400 business magazines and journals, all of the financial services that were included on the lists, including the *Bank Credit Analyst*. I'm not sure that title appeared on any of the lists, but I have had calls from Peninsula libraries asking if we had it and wondering if perhaps they should subscribe. It is a very expensive service, but it is one that all the other writers of investment advisory letters use, so I think it's rather important. It's highly technical; it's not for the person like myself; it's for the person who knows what s/he is doing. There are a great many chartists around; some do point and figure. Some do the bar; some do the others. You want to be sure where the interest lies before you subscribe to one of those. Anyway, we do have those.

We maintain a clipping file, which has been in existence since about 1968. We clip the daily papers for mentions of local companies and local biographies. We have about 1600 annual corporate reports. We do not have the 10K reports; I'd like very much to have them. However, there is a back file of them from '71 through 1974. That was a gift from American Express, and I took it because it was in a beautiful cabinet, and I wanted the cabinet--a little bit of serendipity. But if you have any interest in the historical 10K, we can help you with that.

Comment from audience
Tell us what 10Ks are.

Ms. Collopy
Well, a 10K report is similar to an annual report to stockholders. It's a report a corporation must make to the Securities and Exchange Commission. It's similar to the annual report for stockholders, but not as fancy. There are no pictures in it; it's not dressed up to sell the company to the stockholder. It's strictly statistical information, but for anybody doing a study of the company, it has a lot more information than the annual report, because in it they have to tell every move that they're making to the Securities and Exchange. Also, very often you will find subsidiary information in the 10K that will not appear in the corporate annual report. Subsidiary information, up to a certain point, has been very difficult to find, but you will find now that more companies are giving that information. Also, they have to make a report any time there's a change in the capital structure or shares of stock. I think that's the main difference.

Then there's a problem of determining whether a company is public or private. That's one of the thorny things we all must research frequently. It's very difficult to determine if a company is public or private. Usually it's just a process of elimination. You go through your services--Moody's, Standard and Poor--they do not appear; then you do assume that they're a private company. One that we get caught on all the time is Bechtel Corporation, perhaps the largest contractor in the

world, and it still is a family owned company. For information on that we rely on our clipping file and on the house organ they publish, *Bechtel Briefs*. Also, Bechtel has two very good books written by members of the company on their organization. Those are the things that we use for a company like Bechtel, and it's just about the only thing you can do for a private firm.

We try to stress trade directories. We are trying to collect sources of international information. We have a complete subscription to *Business International*. We have *Overseas Business Reporter*, and *Economic Trends* which is put out by the Department of Commerce and, incidentally, is very good for each country. Going back to the question on cost of living in Venezuela, if you are basing the cost of living on retail or wholesale price index, it will appear in *Economic Trends*, and it's pretty much kept up to date. Also, we get *Worldcasts*. We're the only library around here that gets that, and that has the projection of the GNP cost of living, again if you measure it in retail or wholesale price index. We get *International Financial Statistics*, a monthly, plus the *U.N. Bulletin* and *Funk and Scott International Index*.

Ms. Dunbar

The Alameda Business and Government Library, which we refer to as BGL for ease, is similar to San Francisco Public's Business Branch. Our emphasis is a little different, however. We do not have the retrospective materials that Ms. Collopy has. We opened in 1969. We purposely keep our collection on a current, very immediately useful level. We also serve local city-county government. There are ends of our service that don't relate to one another, but there's a whole core of information that both the private and the public sectors need to run their own operations.

We have many directories. many subscription "services." We have the full Standard and Poor's service, but we do not have the full Moody's service. One of our other county library branches, which is located near us, has the Moody's. They send their superseded Moody's to us. We have *Value Line* and *Chartcraft*, the commodity service.

We do not have the same emphasis in international business that San Francisco Business Branch has, because we don't have the sophisticated demand for it. We used to carry *Business International*, but for its $2000+ price, we used it too infrequently to be justifiable. However, smaller libraries ought to know about the *Price Waterhouse Reports*. They are free from Price Waterhouse, and they give information on economic and business conditions in individual countries. We have found that to be tremendously useful. We have the *Foreign Economic Trends* and the *Overseas Business Reporter* which we do use--*Global Market Survey*.

We have *Dun's Account Service*, which is a service produced by Dun and Bradstreet on microfiche. It purports to list between 85% and 90% of the companies in the United States, and that includes many very small companies that cannot be located anywhere else. What it lists chiefly is an address, and that can be surprisingly helpful. We've used it to identify small companies. Patrons will ask us for all of the plants or outlets for a particular large company. For example, one person came in wanting to submit their résumé to Xerox facilities in California. Using the *Dun's Account Service* we were able to find a number of them. They're not going to list every small sales office, but for any of the major places it's a very useful source.

Continuing what was said about searching for information on nonpublic companies, we do a lot of work in that area for job seekers. They're searching for firms that might be interested in receiving their résumé. We have many materials in that line. They use our trade directories. The *Standard and Poor's Corporation Records* are most helpful for that purpose. We have a special collection of study guides. But often people come to us with a referral card from the State Employment Development Department. They need information on a local company. It's a small company; it's local; we can't find it in any of the directories, even many of our local county directories. The only thing one can do is pick up the phone and call. Of course, we do not tell

the company why we're calling or for whom we're calling. We just say that we're calling from the local library and want information on local companies. Some companies are very willing to give us information. We've even picked up patrons that way--you know, "Gee, I didn't even know you were there; that's great." Most of them will tell you about their officers, what their product is, how long they've been in business. Most will not tell you about any sales or financial figures. If there are brochures, they're usually happy to send one to us. Occasionally we have gotten people who won't say a word. They may give us some information if requested on letterhead, but some just don't want to be involved with anything at all.

Another source that we've found helpful for companies not included in any of the printed sources is the *Central Index for the Department of Corporations*. There are two phone numbers. We have used them several times. But first, to get the information from the San Francisco office, you have to have the index number. Any company registered with the Department of Corporations has a number assigned to them. You can get this number from Los Angeles, and there is a toll-free number that you can call in the Bay Area to get the index number. It's 557-3812. Once you have that number, then you can call the number in San Francisco. We were talking about this earlier as to whether the San Francisco office only had information for Bay Area companies, and whether the file was located in specific geographical areas. I frankly cannot answer that, because we have used it several times, and I don't recall whether every time we've used it it's been for a Bay Area company. At any rate, you can call them and find the officers, the principals involved, stockholders, purposes of the business, and the date of filing--and that number is 557-0564.

Another useful title that is not on any of the bibliographies today is *Open the Books; how to research a company*, which you might look into. It's really very helpful. It gives you ideas on not only printed sources but nonprinted sources--going to the tax assessor's office, Department of Corporations, estimating injuries costs, and that sort of thing. It's very helpful. Many of the suggestions may be for more than the librarian can do, but you can use that as a source for directing the patron in his or her search.

Question from audience
Do you have a clipping file also?

Ms. Dunbar
We have an extensive vertical file that we maintain and that we index. We don't have the same extensive clipping file for local businesses that the Business Branch in San Francisco does. We have finally gotten to the point with staff and time that we're going to be doing more of that, and that's one thing we hope to increase.

Ms. Collopy
I wanted to go back and mention a publication which I think will help you if someone asks a question about the fuel crisis. I brought with me--it's been in existence two or three years, I think--U.S. Department of Labor, Bureau of Labor Statistics, *Retail Prices and Indexes of Fuels and Utilities*. It's got the consumer price index and fuels, utilities, gas, electricity, gasoline, telephone service, residential water and sewer services. This is also arranged by SMSAs, so that you could get a local price. This comes out monthly, so if you have a call for that I would suggest that you get on the mailing list.

Also I'd like to mention *Commerce America: Northern California*. It comes out of the U.S. Department of Commerce--they're just in the process of changing their name, which they do every few months, but it's very good for mentioning some statistics or perhaps a meeting of some sort. We follow this pretty closely. For instance, it will always tell you when the *Survey of Manufacturers* or the *County Business Patterns* is available.

cisco, in Sacramento, and I'm assuming in Los Angeles. We have their superseded list, which is not the latest information, but it's very good for at least identifying an organization. Also, there's a set that is arranged by purpose. That is, those organizations or foundations interested only in religious programs, or in education, secondary, primary, whatever--it's all coded so that you can turn to those pages and find the particular foundations for that particular interest.

Ms. Dunbar
I'd like to put in a plug for San Francisco Public to redo their marvelous directory that they put out about 1970 on nonprofit organizations in the Bay Area. We're still using that, though it's out of date.

Ms. Collopy
Somebody mentioned the *Financial Post* "Surveys" titles. If you have any interest in Canadian information, they are fairly inexpensive and a good source, especially for stock information. That, too, will include information on a company, whether it's merged or no longer in existence. Canadian sources are a bit hard to find for stock information.

Also, in thinking back over the day, we've had no information on jobbers, wholesalers, or distributors. I know why we haven't had any, because there just aren't any directories, except *Verified Directory of Manufacturers' Representatives*. Often you'll get your distributors or jobbers in a special issue of a magazine. For instance, *Hardware Age* and *Jobber Topics* are two that come to mind right now; but there just isn't any one good source for jobbers, wholesalers. I'm sure everyone has had the same experience.

Ms. Dunbar
Some of the manufacturing groups have directories that come out that will occasionally list jobbers. As kind of a stopgap method we've checked the *Thomcat*, the volumes that come with the *Thomas' Register*. In some of those catalogs manufacturers' representatives or jobbers in the area will be indicated. Sometimes it just comes down to writing the company.

Ms. Collopy
There's the one magazine, *Agents and Representatives*, which is good too. Another one, *Salesman Opportunities*. Unfortunately, they are not indexed anywhere, so you just have to be aware of them and keep them in mind.

Ms. Dunbar
Another topic that was brought up this morning was the whole question of wages and salaries. To get current wage information can be extremely difficult and in some cases almost impossible. The figures from the government are often out of date. The Bay Area Salary Survey Committee, which was mentioned, is quite good but very selective in what they cover. I might add it is also good for job descriptions for the areas covered. They have a good section on data processing, accounting, and engineering, but they don't cover photographers, which was the example this morning. *Occupational Handbook* is one source that we use sometimes just to get a feeling for some figures, but, again, we will often go back to the associations, or we will just start calling people in various types of businesses. The Western Electronic Manufacturers Association puts out a current salary survey. However, it is only available to people who are members of that association.

Ms. Collopy
In the question this morning, which companies employ market research people, I took the question to mean like Bank of America having a marketing research department.

You can get at that by using the *Bay Area Employment Directory*, which was revised in 1977. In the back of that there is a breakdown by interest or occupation. I use that sometimes too. Also there is the local chapter of the American Marketing Association. They publish a bulletin or a newsletter. It won't give you a complete membership roster, but you will get some companies through that bulletin.

Somebody mentioned the *Dun and Bradstreet Exporters Encyclopedia*. You can try that for anything. It has passport requirements. It will give you which country is celebrating a holiday at a certain time. But more importantly for me, they do a little updating service. Every month they send out a sheet giving changes in regulations, and they have it nicely indexed in chart form. I like to concentrate not on the books we all know about or what we'll find through a service, but a thing that is not indexed, or the little scrap of paper that will have just a line on it that will come in handy in a week or so--if you can remember. We had a question regarding the foreign exchange regulations in Japan and spent considerable time going through *Funk and Scott* and that sort of thing. Suddenly it dawned on me that the update to Dun and Bradstreet's *Exporters Encyclopedia* is where I should have checked, and sure enough, two beautiful paragraphs telling us the change in the foreign exchange regulations. And then it ties it in. It gives you the page number in the *Encyclopedia* so that it ties the whole thing together. Also they do a *World Marketing Bulletin*. It gives you your trade shows, it will give you your trade directories, it will give you people looking for trade markets. I think that's the type of thing we should be spending more of our time doing. At least I like to think that's what I should be doing.

Sometimes you have your off days--the very obvious you overlook. The other day somebody had a question on the managers of all sports, like the 49ers, etc. Well, I was going on the whole thing, the United States and all, and I just couldn't come up with anything. Then I phoned the SFPL Art/Music Department. Well, they had various files on the individual sports, football, etc., but we really didn't nail it down. Then, all of a sudden, as I turned to the man, I said, "What area?" Well, he'd like it, you know, just local. I went to *Contacts Influential* under the SIC for sports, 7941. I turned to 7941, and there was a beautiful list. I mean, this is what I should have done in the first place, but you know, an off afternoon. We all have them.

Mr. Fowler
"Is there a listing of abbreviations used to indicate stocks in the *Wall Street Journal*?" We might say, "and other newspapers," I guess. The *Wall Street Journal* symbols are not the same as those on the tickertape. I read that question when it came in. It said, "How can we know what those are, short of just memorizing them?"

Ms. Collopy
Well, as far as I know, there is no list. It is different from the tickertape, and the question has come up over and over again. The Dow Jones people were in the other day trying to sell us the data bank of the *Wall Street Journal*. I said that I didn't have any terminals, and they were no longer interested in me, but I asked him, "Do you have such a list?" He said as far as they knew they did not have such a list, but, again, I don't believe it was his particular interest. You do sort of have to figure them out, and sometimes, especially when it comes to the utilities, like Southern California Edison or something like that, it is a bit confusing. Some are quite obvious.

Ms. Dunbar
We ought to say something about mutual funds.

Ms. Collopy
Well, we get Vickers Service, which is in addition to the Wiesenberger. It's got a good directory of mutual funds--name, address. It will give you the fund and the stock they hold in their portfolio. It will also, at the end of the month, tell you which stocks they've sold and what they're picking up, and this is rather important to some investors. Then there's another section that gives a listing of stocks and the mutual funds that hold that particular stock. If you're investing, and you look up your stock, and you see that 20 mutual funds are buying it, then you can be pretty sure it's going to be a safe bet. Usually if you look up your stock and you see that nobody's buying it, or it isn't even included in the list--well, maybe you've got a growth stock, or maybe you have one that isn't well known, or maybe you have one that's a loser. So these are just, you know, indications. There really aren't too many services on mutual funds, but we do get that.

Also, on options, Daily Graphs in Los Angeles puts out the chart service for the New York, the American, and now are doing a weekly service on options--stock options, that is.

Mr. Fowler
There was a question asked--"How do we find out the name, address, the principals, the gross sales of engineering and/or construction firms outside the U.S. engaged in industrial, not residential, construction?"

Ms. Collopy
Engineering News Record does the Big 400 every year in their magazine, the Big 400 in contractors and the Big 400 in design firms. They reprint these into a hard copy book with some of the ads of the large companies in the front. They have a listing by sales, and whether they do foreign contracts or domestic, and what percentage of their sales would be foreign. I believe that's about as close as you'd get to it, except for a private company, maybe.

Ms. Dunbar
There is a small directory we have called the *Worldwide Engineering Directory*, and it's broken down by country. It's highly selective. For some countries they may have one, maybe two, companies, but that may be about the only thing. The other thing we might turn to would be something like the *Dun and Bradstreet Principal International Businesses* or some of the other specialized international business directories. That's probably not going to give them all of the information that they want, but it might give them a start.

Mr. Fowler
There was no attempt made, as questions were received here, to identify the person who asked the question. Identification was just clipped off the question form and the envelope that it came in was thrown away; but we might like to know more about whatever this question meant. I can't direct it, since I don't know where it came from. "Do the telephone administrations in Spain, Italy and Australia support programs of research and development? If so, do they pay for them out of operations expenses, that is expense the costs?" I think we could reword that to read: "Do the telephone administrations in Spain, Italy and Australia support programs of research and investment? If so, do they pay for them out of operations expenses, or as capital investment?"

Ms. Collopy
I pass.

Ms. Dunbar
Try the consulate.

Ms. Collopy
It's hard to get information on foreign companies. I'm sure you're all familiar with *Jane's Major Companies of Europe*. I keep that going back a number of years. That's similar to Moody's. It's bound. It comes out every year. Also, for Great Britain you have the *Official Stock Exchange Yearbook* that will give you some figures. We have a service, *Capital International Perspective*, which is foreign stock market quotes--gold shares of South Africa. We do get the *Mining Journal* and *South African Mining Quarterly*, which will review the gold stocks of South Africa.

Mr. Fowler
"How many times has a stock split for a particular company?"

Ms. Collopy
I was going to say that I think one of the best sources for this is *Moody's Handbook of Common Stocks*. It comes out quarterly. If you can't buy any other service, I think it's a fine little service to have, because it will include transfer agent, it includes registrar, it includes a small chart, and on that chart it has all the stock splits so that you can go back maybe 10, 15, 20 years, and immediately you'll get a year, and then if you need more information, you can go to your sources for that. I like that little book very much.

Mr. Fowler
"Who is the owner of the Norge Cleaners on California Blvd. in Walnut Creek? They are closed today, and they've got my only suit."

Ms. Dunbar
Contacts Influential might tell you--no guarantee, but it's one of the best sources for the smaller companies.

Mr. Fowler
Is there any central agency that keeps lists like that? If we could call the Fire Department or the Police Department--does anyone know if there is a list of store-front owners or renters?

Response from audience
I don't know about this locale, but most places have someone to get in touch with, in a dire emergency. It's confidential otherwise. I don't think they'd open up just to get your only suit.

Ms. Dunbar
If it is within an incorporated area in a city, they would have, supposedly, a business license, and you might be able to call the Business License Division for that city and get the owner's name. Or if you call a store that adjoins it, you might be able to get in touch that way.

Question
What about local chambers of commerce--do they have much information?

Ms. Dunbar
Not a great deal. It depends on whether the business is registered with the chamber.

Question
That's all voluntary?

Ms. Dunbar
Right.

Mr. Fowler
I don't know about Walnut Creek. It would depend on what town we were in and how well organized they were. A merchants association might be... Whoever is the merchant association on that street in Walnut Creek or for that neighborhood might be a good lead.

Question
How do you find that out?

Ms. Dunbar
Call the merchants.

Comment
But they would all probably be closed the same hours.

Mr. Fowler
Well, alas, we won't be able to wear our one suit.

Ms. Collopy
I was going to say that there's a new *Santa Clara Industrial Directory*. Does anybody have that? It's being done by Al McBean. He used to represent *Contacts Influential*. It has all the manufacturers of Santa Clara--*Santa Clara Industrial Directory*. Well, anyway, he is bringing out a new one soon of the San Francisco area. I know we can all use as many directories of employers as we can have. That will be another one for us to use.

Question
What's *Contacts Influential*?

Ms. Collopy
That's a business directory that has been published for the last few years. There are three of them: one for the Peninsula, one for San Francisco and one for East Bay. It has an alphabetical arrangement, an SIC arrangement, a Zip Code arrangement, and a key person. It will give you the owner or manager, whether it's a branch or local office or headquarters, and by means of a symbol the number of employees in that company.

Ms. Dunbar
It's spotty, and we found it's not always terribly accurate, but sometimes it's about the only source. They're coming out with an update service. The update service is, I think, to come out monthly. It's to list new businesses, changes of names. In that update service they're including Marin County. One caution on the East Bay section of the *Contacts* is that it does not include the Livermore-Amador Valley, which knocks out Livermore, Pleasanton...

Ms. Collopy
It's the only thing available. It has many shortcomings, but I don't know what we'd do without it. I have two copies of the San Francisco section. We don't give it out unless we hold a driver's license. Even at that, it's just tattered, and the pages are all ripped. I don't know how good the results are, but our patrons just pore over it all day long. So I'm looking forward to the new one. I hope it's a little better.

Mr. Fowler
Someone asked for a listing of every fire and police department in Oregon and Washington State, but they didn't want any big cities.

Ms. Dunbar
One source of information on that would be specialized journals. One of the special police journals has an annual directory that lists members of that association by state. Now, you have to go through it; it's a little time consuming, but you can go through it and pull out the police, the sheriff, and whatever for these various areas. That would be one source.

Ms. Collopy
Also, the *Municipal Yearbook* might have that. They do not repeat every table every year, but it's possible that at one point they had it.

Comment
The *Bay Area Employers Directory*--I suppose *Contacts Influential* serves some of the same interests? I mean, in terms of employers, people looking for jobs--is there anything else like that that would be bigger than the *Bay Area Employers Directory*?

Ms. Dunbar
There are some other sources, but they're not bigger. Most of the directories are not going to list by areas of employment interest. They might list by the type of business, but not necessarily that they're going to hire sales or market research people, or whatever. There is a publication called *Career Opportunities Index*. There is a division for vocational-technical and one for professional. It's issued every six months. In the sixth month issue it gives information about the company, including benefits. It does have an occupational index in the back. It's highly selective; it's not by any means comprehensive. But, for example, it's one of the few places you can find firms that offer management training programs. It's updated every two weeks with specific job listings.

One thing we have is a fairly complete listing of the county job positions, and our copies are updated from the Civil Service announcements, so that things get pulled as they're cancelled, and added into as they are opened. Then we also get job announcements from Contra Costa County, Lawrence Livermore Lab, and whoever we can con out of them; and we have the application forms.

Ms. Collopy
I think job information is one--I find it one of the most difficult problems today in trying to satisfy all of the demands. I just feel so sorry for these people, and we have so little to give them. We use the *Bay Area Employment Directory*, the *Big 2000* which is put out by the San Francisco Chamber of Commerce, the *California Manufacturers Directory*--there's a geographic index at the back--and *Contacts Influential*; plus our clipping file--that is one of the main uses of our clipping file.

Ms. Dunbar
We also use, of course, the local Alameda County directories. We use many of our specialized business and trade directories, as well as *Corporation Records*, *Standard and Poor's*, the SIC sections of some of the major directories such as *Dun and Bradstreet*.

Comment
There's a WEMA directory.

Ms. Dunbar
Yes, the Western Electronics Manufacturers Association. That's really a good source if your company happens to be an electronics manufacturer, because it will sometimes give you information about nonpublic companies that is not available elsewhere.

They have an office in Palo Alto. We get ours by just calling them, but they've been sending it to us for years, and they update it every six months.

Mr. Fowler
What about this question--exporting chicken to Japan. Would it be more profitable to ship live birds or preserved--frozen or canned, for instance?

Ms. Collopy
That's pretty specialized. There's so much that would go into making up that question. First of all, I went to the *Foreign Trade Statistics* to see how much Japan imported fresh and how much they exported fresh. You know, there comes a time when you kind of have to draw the line. The question is really asking for a market survey, and that's what Ann Handley talked about this morning. I can't begin to talk about that just off the top of my head.

Ms. Dunbar
Again, the Japanese Consulate might be helpful for this.

Ms. Collopy
There's a great demand for computer installations. The only thing on that is the *Data Processing Index*, which appeared in 1975 and has one update. I understand they're coming out with a new one, but that publisher doesn't want to sell to libraries for some reason. It's a very difficult thing.

Ms. Dunbar
We have it, and they are coming up with a new one soon. We had a difficult time getting it--they ignored our letters the first year. We keep it in the reference desk. We have a big sign, "No photocopying." We do not allow it out of the library. And that was the only way they agreed to sell it to us. What it does essentially is, for each company that has some sort of computer installation, it will give the kind of equipment that the installation has, the head of the DP Department, number of employees, and whether they've got keypunch or whatever.

Comment
There is another one, I believe, for Northern California computer installations. I can't remember the name of it.

Ms. Dunbar
Computers '72, or '73 or whatever? *DP Index* superseded that. Is there another one?

Ms. Collopy
There is the *Official Data Processing Association Directory*, which is for the Western United States, and then there's one for the Eastern. Then they do a third volume on vendors. We have the one for Western U.S., but the *DP Index* seems to be more in demand.

Ms. Dunbar
There is a *DP Index* for Los Angeles. We have that. It hasn't been used much, and I don't know whether it's been updated, but it is available.

Mr. Fowler
This is related to the question of bar code developments and the idea of market research--"What research is being done for bar code and coding in products?" "Bar code data entry awareness systems--what new systems have been marketed in the last six months?"

Ms. Dunbar
Periodicals would be one source.

Ms. Collopy
I'm not familiar enough--I would think *Datapro* or *Auerbach* might have something on that.

Ms. Dunbar
But, again, with any of these questions, if you are not exactly sure what this does or what it's about, be sure to get as much explanation from your patron as possible so that you're sure that you're checking the right sources, and just start investigating whatever seems likely in that field.

Question
For a job search for people who are looking for listings of specific openings, do you stock complete Sunday editions of local out-of-area and out-of-state newspapers, or is the best holdings for those at the Main?

Ms. Collopy
They're at Main Library. I only keep the Sunday paper and the *New York Times*. I don't have any out-of-state or out-of-town papers except financial. There is a paper--I have not actually used this, but we have it at the Main Library--called *Ad Search*, which is the ads from all the papers across the country for job openings. The problem, as I understand it, of course, is by the time it gets out here the job may already have been filled. Some people do like it.

Ms. Dunbar
Another technique that we've used is to scan periodicals. If there are some periodicals that regularly have job announcements, keep a list posted citing those titles. *Federal Times* handles it for federal jobs all over the country. Things like *Engineering News Record*, or any of the journals you receive that have any kind of job announcement information can go on that list to be posted, and that has been very helpful for our patrons.

Ms. Collopy
SFPL Science Department takes a bulletin called *Overseas Construction Reporter*. I believe it's published in Alameda for overseas job opportunities in construction. I would think that that would be a good source too.

Question
When are you having another tour of the [SFPL] Business Library?

Ms. Collopy
Well, I enjoy doing the tours, and I will try to do another one soon. We've had some inside in-service training things going on, and that's maybe what's delayed them for awhile, but I'll try and schedule another one soon.

Question
Are there tours of BGL?

Ms. Dunbar
Yes, definitely. We'd be delighted. If any of you or any of your staff are interested, just please give me a call and we can arrange something, either for individuals or even for groups.

Mr. Fowler
Thank you both.

I WANT TO START A NEW WIDGET BUSINESS.
HOW THE LIBRARIAN CAN HELP THE NEW SMALL BUSINESS PERSON

Chef Thomas

I speak to you not only as a librarian, but also as a bona fide small business person. I am one half of the partnership in a catering service. We are a full-fledged small business operating in San Francisco. We pay business tax, we have all the required licenses, we collect state sales tax, we have an advertisement in the yellow pages, we make money selling a service. I tell you this so you'll know that I have some foundation for making this talk. This is the voice of experience. There was a number of years when I worked in the SFPL Science Department, where the management section of the business collection is located. Patrons who wanted materials to help them start a business would ask me at the reference desk for assistance and I was no help at all. I had no idea what was involved in getting a new business enterprise going. I more or less pointed in the direction of the 658s and was generally less than helpful. Now, however, I know quite a lot about what's involved, and I have some ideas that I can pass along to you that you might be interested in. There's a lot the library can do. Some things require more effort than others, so I'll just toss out these thoughts and you can do with them what you think best fits your situation.

At the outset you must be aware the question "I want to start X business; what do you have to help me?" is really two questions. The first question asks "What do you have to help me set up the framework of a business enterprise?" The second asks for assistance with a particular endeavor. That is, the person who wants to open a restaurant will need information about how to cook, how to set up restaurant equipment, how to price what is on the menu, and that sort of thing. But there is also the need to know how to become licensed to operate, what kind of bookkeeping system to inaugurate, what insurance to buy, and so on. There are all those things necessary for any business to operate, but they have little to do with cooking. You should be sure to address both parts of the question, and the patron probably won't be able to articulate these two different needs, so if you're going to be most helpful, you'll interpret this question with the patron. It's possible that he or she has been in business before and already knows all about licenses and fees and the requirements that I call the framework of being in business. But they may be thinking of opening a roller skating rink and don't know anything about that business. So the question in that case would only be for help finding information about starting and operating roller rinks.

Let's look at the second part first. Your expertise as a librarian is brought to bear here. There is no substitute for your experience and your knowledge of the collection you work with when the patron asks for materials about a certain enterprise. There's also no substitute for your familiarity with the subject headings used in your catalogs. The person who looks for books using the subject heading "rink" might think you don't have any books on the topic unless you point out the subject heading used is "skating rinks." Books about opening a flower stand cannot be found except by using the subject heading "flowers--marketing." In my case, as a caterer, the heading I would look for would probably be "catering." But that's not a heading that's used. The good heading is "caterers and catering." You'll say that's a far-fetched example because anyone who could get that close to the right word would probably find what was sought. I agree. And there's no difference when you're helping the prospective business person use the catalog than with any other patron. But the subject headings for business and business enterprises are some that you might want to be especially sensitive to because they are often a little far afield from what the person in a particular business would look for. The prospective small restaurateur, for instance, might reasonably expect to find books using the subject heading "cafes" or "cafe management"

or "drive-in" or "drive-in hamburger stand." However reasonable that might seem to the person making a living in that field, it has not seemed reasonable to the subject catalogers at the Library of Congress. I think I'm belaboring the obvious. But it is a problem that you need to be aware of. There's no substitute for your knowledge of the subject headings used in your catalogs for various business endeavors. Read through the L.C. subject heading list at "Management" for some enlightenment. Remember to read the introduction section of the list for the use of "Management" as a subhead. And just in case you think you know all about it, I'll ask a rhetorical question and then get off the subject. What subject heading is used for books about starting and operating a new small business of any type? Do you think it's "Small business"? "Small businesses"? One of those, but with the subhead "Management"? Or how about the sleeper "New business enterprise--Management"? Well, if you don't know, and you're the expert, how can we expect the patron to use our catalogs successfully?

Something else that's fairly easy for us to do for the person who says, "What do you have that will help me start X business?" is to point out the trade journals held which would be relevant to the patron's interest. The patron might not have any idea there are trade journals for the endeavor he or she is thinking about. And if your library doesn't have much in the line of trade journals, you could discover titles that might be of interest using Wasserman's *Encyclopedia of Business Information Sources*, or something like *Standard Periodical Directory* or Ulrich's. The patron could request a sample issue of any of them from the publishers and subscribe--and maybe donate back issues to your collection. This may sound a little simplistic to you. But the person thinking about getting into a certain business could very possibly never have heard of trade journals at all, much less specialties within his or her own interest. We take these things for granted. We work with the journals every day and assume that the whole world knows about them, but that's not true. Don't forget to call trade publications to the attention of the new business person.

Along the same line, we can help the patron track down trade organizations for the field of interest. The *Directory of Associations* will probably lead to a national organization. The patron can write or phone the national office to ask for assistance locating a state or local chapter.

None of this requires much of us, but for the person who wants to set up a new business--risk thousands of dollars--perhaps quit a secure job in order to gamble on self-employment--this little bit of effort from the librarian can be a big help in starting off securely. Don't forget that the title might not sound as though it would support the business person's needs, though in fact it does. The person who wants to open an appliance repair shop will be most interested in every small electrical appliance repair manual or wiring diagram you hold. You might not have thought of the title's being used by the business person. You might have added the title to your collection thinking of the repair-it-yourself owner of the appliance. There can be no substitute for your knowing your collection and for your knowing how to use your subject catalogs to help the prospective business person get at the materials.

Now I'm going to talk about that other part of the question, "I want to start a new business. What do you have to help me?" This is what I have called the legal framework, or the skeletal structure of being in business. A superb restaurant cook can dream of opening his own or her own restaurant, but without management skills, without bookkeeping and accounting skills, without knowledge of legal requirements for opening a restaurant, without some idea of advertising, and on and on, he or she had better not get beyond the dreaming stage. I suppose only a tiny number of those who start new businesses begin their planning at their public library, and that's a shame. There's so much we librarians could do for those people. I certainly never did anything much myself to help the first-time business person. I didn't know what was involved in setting up a business--any business--just getting the door open for a new venture. Even as I was starting my own venture, I stumbled around rather hit-

and-miss and didn't use the library as much as I should have. Now I know. Here are some ideas that you might like to use in your own library.

Let's begin bibliographically. There aren't many books about starting a business that apply specifically to your patron because the requirements for each state, each county, each city are different. I've polled Ms. Collopy, and some other business librarians, for their favorite titles along this line. There aren't many, and maybe that's good. You can buy many copies of these few titles. [List appended at end--Ed.] I don't think I can especially recommend any one or two of them as the best. But what I will do is recommend against your buying many titles along this line just so you'll have quite a selection. Most of them are very general, with no application to California, much less your own community. Review new titles like these very carefully before you decide to spend any money for them. They can be worse than no help at all to the patron.

The thing that I was especially ignorant of when patrons asked me for assistance about getting into business was where to go to fill out forms, to apply for licenses and inspections and that sort of thing. Now that I've done it, I know that it's amazingly simple. It's particularly simple here in San Francisco because one only needs to visit a few offices and they're all located near each other in the Civic Center area. My partner and I walked up to a counter in the licenses division of City Hall and were put onto the right track immediately. All the people involved in that licensing procedure knew each of the steps along the way, and they all directed us from one window to the next. "Don't come back here until you've been to the State Board of Equalization." "From here you go the City Tax Collector's office in Room 207." That sort of direction marshalled us along the whole route. What can the librarian do about that? At the least, you ought to know the starting point in City Hall, or County Administrative Building, or whatever. You might have maps to hand out showing the location of those buildings. At the most, you might want to follow along with someone who is actually making those rounds of offices so you'll know what it's like. It seems to me the more remote you are from a central county or city administrative center, the more you would want to know exactly where the offices are located, so you can direct your patron most exactly. Maps would be invaluable for you to put into your patron's hands. Be certain the library's name is on the map, so you'll be putting in a little plug for your services right at the outset.

If you feel like chatting with your patron about the business he or she is thinking about, here's a tip you could pass along. My partner and I would have appreciated very much someone's telling us about the yellow pages. We were setting up our business just at the time the deadline for getting into the yellow pages was passing. We didn't know it. We missed a lot of business the first year, because telephone classified directory advertising is one of the most important sources of customers for us. We had to wait a full year for the next directory to be published before we got into the yellow pages section with an advertisement. You might not feel it is the librarian's role to give this sort of advice. If that is your belief, then I think you're being less than helpful for your patrons. Who cares where good advice comes from? If any one thing would have helped us off to a better start, it would have been a word about the yellow pages. I'm going to say a little bit more about yellow pages directories later in another context.

Here's something you can do for the new business person that requires very little effort. Keep on hand a supply of materials from the U.S. Small Business Administration to be given to patrons. A very useful pamphlet is this Small Marketers Aid, No. 71, "Checklist for going into business." Look through the rest of the SBA materials in your kits. You might want to have some of their publications right at the reference desk. If I were doing it, I'd stamp the library's name onto the material to be handed out, just to keep the library on the patron's mind.

If you want to go all-out to aid the new business person, you might want to do something similar to Sunnyvale Public Library's "Pre-business Workshop."

The Sunnyvale Chamber of Commerce, the Public Library, and the SBA hold a day-long workshop to discuss various aspects of setting up a new business. They have overflow crowds every time they schedule the program. The great thing about it is that it gets the library into the consciousness of the people going into business. They don't hold the workshops right in the library, though you might like to. But there are book displays in the auditorium, and Kay Donohue, the librarian, makes a big pitch for the kinds of materials and services the library can offer the small business person. The Friends of the Library serve coffee and doughnuts during the morning break. I attended one of the programs. You have never seen so many people who had never thought of the library as a source of information of the kind they needed. Most of the audience had no idea there were such titles as *Contacts Influential*, for instance. Ms. Donohue described things like that, and one can see library users being born right on the spot. The auditorium where the meeting was held was right across a parking lot from the Sunnyvale Public Library, but several of the people attending asked where they could find this wonderful place that they were hearing about for the first time.

You might not want to go so all-out as day-long workshops. I have a few suggestions for the same kind of thing, but on a smaller scale. If you could organize a workshop, or an evening seminar, or a Saturday program to bring together new persons in business with a tax advisor, you would draw any number of people to the library. Combine the program with a display of the books you have relating to the subject. Or have an accountant talk about simple bookkeeping procedures. An OSHA representative would probably bring in a crowd. Someone to describe the advantages of a Keough plan for the self-employed would be of interest. A pep talk from you about the materials the library holds to further explain the topic would boost your circulations figures overnight. Inexpensive advertising is another topic for which the new business person needs advice.

Of course, all these workshops would also be of interest to the person who has successfully established and is operating a small business. One wouldn't have to limit the audience to the beginning business person. I find it interesting that we typically have evening programs that feature book talks, or poetry reading, or travel topics, or self-help of some sort, or leisure activities, but we seldom have a program with an accountant. It's no wonder small business men and women don't turn to their public library for their information needs. We tend to be literary, arty, bookish, if you will, and we do little to publicize how helpful we can be for the small business person.

Here are some ideas on a scale a little less grand than workshops and seminars. My partner and I found ourselves in business. That is, we were set up to do business. But we had no customers. We needed to know about advertising. We needed to have business cards designed and printed. I've already mentioned that we needed to be in the yellow pages, but had missed the deadline for the current directory.

We needed help with graphic design. We handled that by tapping a friend who is a commercial artist for free advice. What we needed was a list of persons who are experienced graphics designers. As it happens there is now such a list in San Francisco. The design people who freelance have listed themselves in a directory called *Artists in Print*. But there was no such thing when we needed it. Why don't you do that in your library? We maintain lists of people in the community who give piano lessons and that sort of thing. It wouldn't be any trouble to keep a file folder with names and addresses of freelance designers. Once word was out that the public library maintained such a file, listings would generate themselves. Your collecting names and phone numbers would not constitute the library's endorsement of the artist. We have all sorts of directories that are published. There shouldn't be any trouble about listings simply because they're local and unpublished.

On a smaller scale--provide your patrons with an assortment of yellow pages from other cities. Request yellow pages directories from Manhattan, Chicago, Los Angeles

and other places. They don't cost anything. The collection would not have to be kept up-to-date. Patrons could find ideas for their own advertising and their own yellow pages listings by browsing through other listings.

And speaking of advertising--build a collection of the publications in your area that accept advertising. A file of church publications--local ones--grange newsletters, county legal associations, VFW bulletins, anything along those lines that accept advertising. The prospective advertiser could browse through your collection without having to ask the publishers for copies. You might turn up publications that are exactly what the business person is looking for, the right audience and the right price--and he or she might not find the journal otherwise.

We had a very difficult time learning about the value of advertising in certain publications here in the Bay Area. It's simple to discover the *Bay Guardian*, the *Pacific Sun*, *New West*, *San Francisco Magazine* and those very evident things, but what we needed to know about were those alternatives to such expensive advertising rates. It took us quite awhile to find out about a weekly French language newspaper that reached a large readership and had ad rates we could afford. I use that as one example, and of course there are many little journals and tabloids published in the Bay Area that we have discovered. Your area might not have so many alternatives for the advertiser, but how useful it would be to have a file of the possibilities available at the library. It would be especially useful for the person who has recently moved to your area to begin in business and has no familiarity with the publications available for advertising. Now I'll present an afterthought. I'm not sure this has any relevance for the librarian, but maybe you can do something with it. Advertising for any business is extremely important. The business person must make the public aware of his or her business if there is any hope for increasing sales. If we had been able to talk with people who had advertised in various publications available to us, we might have spent more of our advertising budget in some places and less in others. A good workshop with experienced small business people to discuss the results of an ad in one place as opposed to some other place would be a most valuable, practical thing.

Here are some random thoughts about other things you might do:

Collect and make available all of the forms one might be required to fill out before going into business. Visit the city, county and state offices that typically require some piece of paper to be filed. I don't suppose you could collect every single form ever required, but you could do a good job of hitting the most commonly used. Put them in plastic sleeves in binders for browsing. The more distant your library is from the offices where the forms are issued, the more valuable the study collection would become. The patron can examine what will be required while waiting for the forms to arrive in the mail, or whatever.

Do the same for tax forms for businesses. You wouldn't have to distribute them, but have a sample collection available

Collect anything and everything [illegible]an about local merchants' associations. If your patron is new to the area, th[illegible] clipping file about the activities of groups he or she might want to join will help with that decision. Even if not new to the area, the person who has not been self-employed before might never have been aware of what the merchants' associations were up to. I think this information is extremely useful if your area has more than one such organization. Which one to join, if any, becomes a rather important decision to be made. The library would be an excellent place to have news clippings put into one's hands to give background on the organizations.

Along the same line, you should have the same sort of clippings and pamphlets about any local chamber of commerce or JC organizations the new business person might wish to affiliate with.

Keep tabs on course offerings at local community colleges, extensions of U.C., "storefront" classrooms, YM or YWCAs that will aid the small business person. Even

if your library cannot manage to organize any workshops of the kind I mentioned earlier, you might be able to direct the patron to Saturday seminars or courses along those lines.

Question
Will the Small Business Administration provide speakers to come to our library?

Chef Thomas
Call up the field office nearest you and find out. I would be surprised if they would not. There are field workshops now in quite a few regions--Chico, Fresno, San Francisco, Sunnyvale. Those come to my mind. But call the nearest SBA office and find out.

I'm going to leave you with one last thought. An admonition, really. Be very, very careful about having sexist thoughts when you think about the small business person. Our entire business terminology tends to be male oriented, but a new business person is as likely to be a woman as a man. Our own LC subject headings are disgraceful. Consider "Salesmen and salesmanship." Examine materials from the SBA, merchants' associations, chambers of commerce, and the books being added to your collections very carefully. I think there are some films, for instance, that deal with aspects of being in small business, that we could not show our public in good conscience. I have seen films with women cast in the most stereotypical roles you can imagine... Well, I'll not say any more about it, but do review very carefully before passing on to the public.

* * *

Bibliography

Baumback, Clifford M. *How to organize and operate a small business.* 5th ed. Prentice-Hall, 1973.

Business Development Institute. *Doing business in California; a guide for establishing a business.* Newport Beach, Calif., 1977.
(Business Development Institute, P.O. Box 3032, Newport Beach, Calif. 92663. Ph: 714-675-8030)

Dible, Donald M. *Up your own organization!* Santa Clara, Calif., Entrepreneur Pr., 1971.
(Entrepreneur Press, 3422 Astoria Circle, Fairfield, CA 94533. Ph: 707-422-6822)

Kamoroff, Bernard. *Small time operator.* Rev. ed. Laytonville, Calif., Bell Springs Publ., 1977.

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BACK TO BASICS

This is a selective bibliography, intended for the public library that would like to provide some business reference service to its patrons but cannot afford or justify developing a large, comprehensive collection. Some of these titles will be costly for the small library but are included because they are basic.

Almanacs and Yearbooks

Information Please Almanac Atlas and Yearbook. NY, Simon and Schuster. Annual.

World Almanac and Book of Facts. NY, Newspaper Enterprise Assn., Inc. Annual.

These one-volume almanacs are worldwide in scope, are revised annually, and can answer all sorts of questions, especially statistical, about--per capita income by states, consumer price index for major cities & for foreign countries, the 10 largest U.S. & foreign corporations, consumption, product & commodity information, & on & on. The *World Almanac* is the best known & most comprehensive.

Europa Year Book: A world survey. NY, Int'l. Pubns. Service. Annual. 2v.
Vol. 1 treats international organizations worldwide. Then beginning with Europe & continuing to Vol. 2 for Africa, the Americas, Asia & Australasia, information on the political & economic life of the countries is given. Included are statistical surveys, area & population, agriculture, mining, industry, finance, external trade, tourism, transport, communications, media, education, & much more.

Roster: California State, County, City and Township Officials, State Officials of the U.S. and Directory of State Services of the State of California. March Fong Eu, comp. Office of Procurement, Documents Section, P.O. Box 20191, Sacramento, CA 95820. Annual.
Contains information on state agencies, state services, city election dates, legal holidays in California, federal, state & local officials, etc.

Statesman's Year-Book. NY, St. Martin's Press. Annual.
Concise, reliable information about the governments of the world; officials, population, finance, industry, money & credit. Further sources are suggested in bibliographies. Includes a section on international organizations. Also includes comparative statistical tables on production of grains, sugar, petroleum & territorial sea limits.

Bibliographies

Every library, regardless of size, needs at least one of the major bibliographic sources for books in print, such as *Books in Print, Cumulative Books in Print, Forthcoming Books, Paperbound Books in Print.* These are excellent for identifying titles and prices of books on a particular business subject or by author or title. Following are some specialized bibliographies of business literature.

Business Information Sources, by Lorna M. Daniells. Berkeley & Los Angeles; Univ. of California Press, 1976.
By far the best overall list of selected and annotated business publications.

Directory of Business and Financial Services, Mary M. Grant & Norma Cote, eds. 7th ed. NY, Special Libraries Assn., 1976.
A guide to the multitude of existing business services, their coverage & frequency. Describes 1051 publications & represents 421 publishers. Includes a selected list of stock & commodity exchanges with address, publishers index & subject index.

Encyclopedia of Business Information Sources, Paul Wasserman, ed. 3d ed. Detroit, Gale Research Co., 1976.
Arranged alphabetically by subject, it lists information sources for each subject, such as handbooks, bibliographies, trade associations & professional societies, trade periodicals, directories, statistical sources, etc. One of the first places to look when researching a business topic or product.

Guide to American Directories, Bernard Klein, ed. 9th ed. Rye, NY, B. Klein Pubns., 1975.
Covers the major business directories published in the U.S. for industrial, professional & mercantile categories. A standard source book.

Biographical Directories

Who's Who in America. Chicago, Marquis. Biennial.
Generally the best known source of current biographical information on persons of national prominence.

Who's Who in Finance and Industry. Chicago, Marquis. Biennial.
The men and women included are chosen for their prominence in the business world or because of positions held in large or important financial & industrial concerns.

Directories of Associations

The California Handbook, Thaddeus C. Trzyna & William Shank, eds. 3d ed. Claremont, CA, Center for California Public Affairs, 1975.
A descriptive subject guide to the most important sources of information on California. It is both a directory of organizations & a selective bibliography.

Encyclopedia of Associations, Margaret Fisk, ed. Detroit, Gale Research Co. Annual. 3v.
Vol. 1 includes national associations of the U.S. with detailed descriptions of all types of associations, including some foreign & international groups if they are of interest to Americans or have large American memberships. Useful for possible sources of information. Vol. 2 lists associations geographically & has an executive name index. Vol. 3 updates the annual with periodic issues listing new associations.

National Trade and Professional Associations of the United States and Canada and Labor Unions, Craig Colgate, ed. Washington, Columbia Books Inc. Annual.
Lists nearly 6000 organizations alphabetically by name. One can also search by geographical area, name of chief executive or key word. Very useful.

U.S. Government Manual. Washington, D.C., Gov't. Print. Off. Annual.
The official handbook of the U.S. Federal Government. Includes information for quasi-official agencies & certain international organizations.

Directories of Companies

California International Business Directory. 3d ed. Sacramento, Calif. Dept. of Commerce, Division of Int'l. Trade, 1974-75.

Lists California export/import firms, products, size, capital & annual turnover. The main body is by export & import product, arranged by SIC no. Section A is California products for export; Section B, products imported to Calif.; Section C, an alphabetical list of California companies with info. on size, person in charge of export/import office, sales, products, country from which they import, etc.

California Manufacturers Register. Sacramento, Calif. Manufacturers Assn. Annual.

The body of the work is the Alphabetical Section which gives company name, address, officers, products, branches, no. of employees, date established, annual sales range, etc. There are also geographical, product & export/import sections.

Directory of Companies Filing Annual Reports with the Securities and Exchange Commission. Washington, D.C., Gov't. Print. Off. Annual.

Federal law requires that corporations offering public stocks or bonds periodically file several forms revealing aspects of their financial operations. This directory lists those corporations. For a small fee the SEC will provide copies of a corporation's filed forms. The 10K reports are available from the Calif. State Library on microfiche. The 10K report is the company's annual report but differs from the annual report to shareholders. The 10K has salaries of directors & officers, a listing of principal stockholders, stock holdings of management, financial statements for each line of business & more details on the info. included in the annual report to shareholders.

Dun and Bradstreet Middle Market Directory. NY, Dun & Bradstreet, Inc. Annual.

Lists alphabetically, geographically & by product classification, corporations in industries & services with a net worth of $500,000 to $999,999. Includes a top management section but is not as complete as the biographical section in *Standard and Poor's Register of Corporations.* Good source for many hard-to-find smaller firms.

Dun and Bradstreet Million Dollar Directory. NY, Dun & Bradstreet, Inc. Annual.

Same as *Middle Market Directory* but for corporations with a net worth of $1 million+.

Moody's Manuals. NY, Moody's Investors Service. 6v, annual with semiweekly suppls. Price includes suppls.

Moody's Bank and Finance Manual
Moody's Industrial Manual (2v)
Moody's Municipal & Gov't. Manual (2v)
Moody's OTC Industrial Manual
Moody's Public Utilities Manual
Moody's Transportation Manual

Provides the most comprehensive source of info. on public companies. These 6 include a brief history of the company & its operations, subsidiaries, plants, products, officers & directors, address, stock exchange on which its shares are traded, & a comparative income statement tabulation covering the latest 7-year period, giving comparative earnings & dividend payments, etc. The blue center inserts in each manual provide special, useful tabulations pertinent to the type of companies included in the manual. For example, the *Bank and Finance Manual* in its blue insert includes the 300 largest banks, the 100 largest savings & loan assns. in the U.S., & the 100 largest life insurance companies. Most manuals include some Canadian & foreign companies. A useful section is "Additional Companies Formerly Included" which covers the last 10 years of Moody's & includes name changes, mergers, liquidations, etc.

Standard and Poor's Register of Corporations, Directors and Executives. NY, Standard and Poor Corp. Annual. 3 vols. plus suppls. (leased; old editions must be returned to the publisher).

Vol. 1 lists alphabetically more than 37,000 large and middle-sized companies in all industries. For each it gives officers, products or line of business, SIC no., sales range, no. of employees, etc. Vol. 2 has biographical info. for approx. 75,000 individuals serving as officers, directors, trustees, partners, etc. Vol. 3 is the Index Section. Companies are listed by SIC, geographical area, new companies, obituaries. Three supplements keep this up-to-date.

Thomas Register of American Manufacturers. 67th ed. NY, Thomas Pub. Co. Annual. 12-vol. set.

Lists more than 95,000 U.S. companies by products & services. One vol. is an alphabetical listing of companies; another has trade or brand names to identify the owner company. Info. given includes address, phone no., local office; officers are sometimes included. The tangible asset ratings indicate estimate of approximate minimum total tangible assets. Full details of products of some companies are in Vols. 9-12, but not all companies are included.

Value Line Investment Survey. NY, Arnold Bernard & Co. Looseleaf with weekly additions. Special rates available to libraries.

A survey of firms by industrial category; it covers appox. 1570 companies in over 75 segments of industry & commerce. This is an advisory service offering detailed background info. & investment evaluations.

World Telex: International Telex Directory. 25th ed. NY, Int'l. Pubns. Service. Annual. 4v.

One of the most complete-in-one-title sources for addresses and/or products of foreign companies. Main part of the set is geographical, requiring one to know country of company as there is no general alphabetical index. One vol. is a product directory arranged by a product classification code. No officers' names are given in the main vols. Only a few of the larger companies list them in the product vol. Includes U.S. companies.

Directories of Periodicals

Ayer Directory of Publications. Phila., Ayer Press. Annual.

Geographical list of newspapers, magazines & trade publications for the U.S., Puerto Rico, Virgin Islands, Canada, Bahamas, Bermuda, Republic of Panama & the Philippines. Brief info. is given about each city--county seat, population, industry, etc. Several classified indexes at the back include such info. as names & address of newspaper feature editors, college publications, ethnic publications, trade & technical publications, etc. Useful maps are included.

Standard Periodical Directory. NY, Oxbridge Communications, Inc. Biennial.

Provides data on 62,471 periodicals in the U.S. & Canada arranged by subject classification. Includes advertising info., description of editorial content, plus subscription info. Subject headings of interest to business--House Organs, Advertising & Marketing, Employment, Purchasing, etc.

Ulrich's International Periodicals Directory. NY, R.R. Bowker. Biennial.

Classified guide to some 60,000 current periodicals, foreign & domestic. An especially useful feature is the notation of the indexing & abstracting services in which titles are indexed or abstracted. Separate sections include a list of cessations, an index to publications of international organizations, & a title index.

Encyclopedias and Dictionaries

A good general encyclopedia such as *Americana* or *World Book* should be in every library as well as a good English language dictionary. These are useful for good, brief explanations of business words or terms. Always use the index volume of the encyclopedia for cross references. The following are good for specialization.

Mann's Encyclopedia of Banking and Finance, F.L. Garcia, ed. 7th ed., rev. & enl. Boston, Bankers Pub. Co., 1973.
Has good background info. on specific topics--banking, finance, investment, etc. An excellent, well-written encyclopedia. Includes data on the major stock & commodity exchanges, & lists of AMEX & NYSE abbreviations. A standard reference in the field.

McGraw-Hill Dictionary of Modern Economics: A handbook of terms and organizations. 2d ed. NY, McGraw-Hill, 1973.
Contains brief but concise definitions of some 1400 frequently used terms in economic theory & applied economics, plus a description of approx. 225 private, public & nonprofit agencies active in the general field of economics & business, including marketing. "All in all, this is one of the best 1-volume dictionaries on economic terminology." (*American Reference Books Annual*, 1974).

Handbooks

Handbooks are useful compilations of concise data on specific subjects and often include a glossary of terms and comprehensive bibliographies. Each chapter is often written by an authority or authorities in the field.

The Dartnell Marketing Manager's Handbook, Steuart Henderson Britt, ed. Chicago, Dartnell Corp., 1973.
Comprehensive coverage of marketing--organizing, objectives, planning. Includes international marketing information.

Handbook of Modern Accounting, Sidney Davidson, ed., Roman L. Weil, Associate ed. 2d ed. NY, McGraw-Hill, 1977.
A very comprehensive & authoritative work in the field. Contains practical, how-to-do-it forms & info., defintions & explanations of accounting terms & procedures.

Handbook of Modern Personnel Administration, Joseph J. Famularo, ed. NY, McGraw-Hill, 1972.
Covers employee relations, supervisory, management, & executive relations.

Purchasing Handbook, by George W. Aljian. 3d ed. NY, McGraw-Hill, 1973.
The standard reference work in the field. Each chapter is written by experts in a particular phase of purchasing. There is material on current trends such as managing by objectives, new ordering systems, recent methods of inventory management, & applications of automation.

Maps

Commercial Atlas & Marketing Guide. Chicago, Rand McNally & Co. Annual. (subscription only; old edition must be returned to the publisher).
One of the most useful atlases for the business collection. Includes useful marketing statistics. Included are statistics by Standard Metropolitan Statistical Areas for population, households; total resale sales, sales for shopping goods, food stores, drugstores; passenger car registration; total manufacturing, land area.

Periodicals and Newspapers

Newspapers

The business and finance section of local newspapers is a valuable source of information for the nonbusiness specialist librarian as well as the specialist. Feature columnists writing advisory material often explain in lay terminology how aspects of business and finance operate. Feature stories interpret the business world for the uninitiate. Local newspapers are usually the only possible source for info. about changes & developments in local businesses & business personnel. Search out local weeklies & monthlies published by merchants associations, JCs & industry groups. In spite of obvious bias in reporting, biographies of personnel & much data will not be found anywhere else.

Among California newspapers, the *Los Angeles Times* financial section is especially well thought of. The *L.A. Times* publishes annually in the first part of May, a roster of the top publicly-held California companies. The 1977 roster appeared in the May 15 Financial Section. Companies are ranked by sales/revenues for the previous year. Given is the name of the company, officers, type of business, relative size, employment--total & California, and other information about the state's largest industrial, financial, retail, utility and transportation firms.

The *New York Times* has an excellent financial section covering foreign & domestic news written by experts. General daily newspapers' financial sections are the best source for up-to-date stock & bond price info. as well as current foreign exchange rates, commodity prices, futures prices, etc. For specialized business papers the *Wall Street Journal* is the best-known. It has good coverage of Congressional & other U.S. Gov't. actions and good, well-written articles on present economic conditions. *Barron's* emphasizes the finance & securities market. It reviews general business & economic conditions & gives info. on industries & companies but without recommendations. The general business statistics are about 2 weeks back of date of issue in most cases.

Periodicals

Several of the major general business periodicals are indexed in *Reader's Guide*. They include *Business Week* (short, readable articles on new business trends & developments in management, markets, industries, companies, etc.; special statistical issues are very useful); *Forbes* (the Jan. issue lists the largest corporations by several yardsticks together & by 25 major industry groups); *Fortune* (May issue, 500 largest U.S. industrial corporations; June issue, second largest 500 corporations; July issue, U.S. nonindustrial corporations; Aug. issue, top foreign corporations); *Harvard Business Review; Dun's Review* (well-written articles of interest to executives; Dun & Bradstreet's annual financial ratios for about 125 lines of business are very useful); *Nation's Business* (popular articles on business, economic & political topics; contains a 2-page semi-forecast & news roundup concerning agriculture, construction, credit & finance, foreign trade, labor, marketing, natural resources, taxation, transportation); and *U.S. News and World Report*. As with local newspapers, don't overlook locally published magazines, house organs and journals.

Note: *Reader's Guide* will be dropping *Harvard Business Review* and *Dun's Review*. They are indexed in *Business Periodicals Index*.

Guide to Special Issues and Indexes of Periodicals, by Charlotte M. Devers, Doris B. Katz, Mary Margaret Regan, eds. 2d ed. NY, Special Libraries Assn., 1976.

"Consumer, trade & technical periodicals furnish a vast amount of specialized data vital to the business & professional communities." This guide lists in alphabetical order 1256 periodicals which publish features, supplementary issues and/or sections appearing on a continuing basis; an Editorial Index; and an Advertiser Index. There is also a detailed Subject Index to Special Issues.

Statistics

California Statistical Abstract. Sacramento, State of California. Annual.
A compilation of statistics on social, political, economic & physical aspects of the State. The 1976 Abstract updates the 1970 historical volume & the 1971-74 Abstracts. Statistics are from federal, state and private agencies.

Historical Statistics of the United States, Colonial Times to 1970. Washington, D.C., Gov't. Print. Off. 2 part set
Includes more than 12,500 statistical series, largely annual, on American social & economic development. Source notes are given for further reference.

Statistical Abstract of the United States. Washington, D.C., Gov't. Print. Off. Annual.
The backbone of general U.S. statistical data. An indispensable source of fundamental data on nearly all subjects, including business, industry, economics, and finance.

Statistics Sources, Paul Wasserman and Jacqueline Bernero, eds. 5th ed. Detroit, Gale Research Co., 1977.
By subject, one is able to locate sources of current statistical data on industrial, business, social, educational, financial, and other topics for the U.S. and internationally.

United Nations Statistical Yearbook. NY, United Nations. Annual.

Worldwide coverage of statistics on population, production, wages and prices, finance, construction, energy, consumption, mining, communications, trade, etc.

Telephone Directories

A most useful source for finding local firms and business associations in any industry is the local telephone book. A telephone directory for San Francisco, Los Angeles, and possibly New York (Manhattan) Yellow Pages should also be available as many foreign and domestic government agencies are located in these cities as well as headquarter or regional offices of major corporations.

--Compiled by Carol Coon, Bay Area Reference Center, 1/11 & 12/78.

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BIBLIOGRAPHIES OF STATISTICS SOURCES

Devers, Charlotte M., Doris B. Katz, and Mary Margaret Regan. *Guide to special issues and indexes of periodicals.* 2d ed. New York, Special Libraries Assn., 1976.

Grant, Mary McNierney and Norma Cote, eds. *Directory of business and financial services.* 7th ed. New York, Special Libraries Assn., 1976.

Handbook of basic economic statistics. (Monthly) Economics Statistics Bureau of Washington, D.C. P.O. Box 10163, Washington, D.C. 20018.

Mitchell, Brian R. *European historical statistics, 1750-1970.* New York, Columbia Univ. Pr., 1975.

Wasserman, Paul. *Encyclopedia of business information sources.* 3d ed. Detroit, Gale, 1976.

Wasserman, Paul and Jacqueline Bernero. *Statistics sources: a subject guide to data on industrial, business, social, educational, financial, and other topics for the United States and internationally.* 5th ed. Detroit, Gale, 1977.

Woy, James B. *Investment information: a detailed guide to selected sources.* Detroit, Gale, 1970.

--Compiled by Florence Mitchell, San Francisco Public Library, 1/11 & 12/78.

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COMPANIES WHICH WILL TRACE OLD SECURITIES

Micheline Massé
Stock Market Information Service, Inc.
235 Dorchester Blvd., East, Suite 410
Montreal, H2X, IN8, Canada

R.M. Smythe and Co., Inc.
170 Broadway
New York, NY 10038

Jack Lewin
Stock Value Reports
8014 N. Kenneth St.
Skokie, IL 60076

Stock Search Services
6320 S. 74th Ave., Suite 234
Summit, IL 60501

Tracers Co. of America, Inc.
509 Madison Ave.
New York, NY 10022

Miki Gibson, Research Specialist
Dean Witter
45 Montgomery
San Francisco, CA 94104
(FOR CUSTOMERS OF DEAN WITTER ONLY)

--Compiled by Karen Rollin, Business Reference Librarian, San Mateo Public Library, 1/11 & 12/78.

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INVESTMENT FAVORITES

A highly selective, very opinionated listing of information sources for investors and for librarians with securities questions. Developed, haggled over, disagreed upon, eventually chosen by SFPL and BARC staff members [1/11 & 12/78].

Zarb, Frank G. & Gabriel T. Kerekes, eds. *The stock market handbook: reference manual for the securities industry.* Dow Jones-Irwin, 1970.
Harriet Collopy swears by this. A comprehensive handbook covering all important aspects of the securities industry in 65 chapters, each written by one of 74 specialists.

America's fastest growing companies. John S. Herald, Inc., 35 Mason St., Greenwich, CT 06830. (Monthly)
Identifies and monitors the progress of approx. 150 publicly owned companies judged to have the fastest growth in net income per share. News, commentary, articles of special interest.

Babson's reports: investment & barometer letter. Babson's Business Service, Wellesley Hills, MA 02181. (Weekly)
A 6-page investment letter with comments on the market and on buy, hold or sell opinions.

Babson's reports: Washington forecast letter. Babson's Business Service, Wellesley Hills, MA 02181. (Weekly)

Barron's. Dow Jones and Co., 22 Cortlandt, New York, NY 10007. (Weekly)
Indispensable "national business and financial weekly" with excellent articles on prospects for industries and individual companies, on investment companies, new regulations, and other business and financial topics of interest to investors.

Business International. One Dag Hammarskjold Plaza, New York, NY 10017. (Weekly)
An 8-page weekly report for managers of worldwide operations, providing current news about companies; recent developments in laws and practices relating to such topics as taxes, licensing, capital sources, politics, and profitability; worldwide and regional trends; news about specific countries.

Capital adjustments. 3v. Prentice-Hall, Inc., Englewood Cliffs, NJ 07632. Irregular looseleaf service.
Capital histories of companies.

Capital international perepective. Capital International, S.A., 15 Rue du Cendrier, CH 1201 Geneva, Switzerland. (Monthly & quarterly) 12 monthly & 4 quarterly issues per year.
A charting service. Quarterlies have 15-year graphic data for 1100 of largest companies outside North America, arranged by broad industry. International stock market trends, by industry, are featured. Monthlies focus on recent stock market performance and comparisons of market valuation factors within countries and international industry groups.

Chartcraft point & figure service. Chartcraft, Inc., 1 West Ave., Larchmont, NY 10538. (Weekly)
Computerized statistical data on the price action of all stocks listed on the New York and American Stock Exchanges and 96 industry groups, to assist point-and-figure chartists in keeping their charts up to date.

Commodity chart service. Commodity Research Bureau, Inc., 1 Liberty Plaza, New York, NY 10006. (Weekly)

Daily bar charts on over 150 actively traded commodity futures contracts in the U.S. and Canada, plus several commodities traded in overseas markets. Shows daily high, low, close, and volume. Commentary, interpretations, trend indications.

Daily graphs, American Stock Exchange. William O'Neil & Co., Inc., 10960 Wilshire Blvd., P.O. Box 24933, Los Angeles, CA 90024. (Weekly)

Arithmetic, bar-type charts of daily high, low, and closing prices and trading volume for the past year for all stocks traded on the American Stock Exchange and selling at over $2 per share.

Daily graphs, New York Stock Exchange. William O'Neil & Co., Inc., 10960 Wilshire Blvd., P.O. Box 24933, Los Angeles, CA 90024. (Weekly)

Identical to *Daily graphs, American Stock Exchange*, but covers stocks traded on the NYSE selling at over $2 per share.

Directory of corporate affiliations: who owns whom. National Register Pub. Co., 5201 Old Orchard Rd., Skokie, IL 60076. (Annual in Jan., with quarterly updates.)

Lists about 3000 American parent companies, with their divisions, subsidiaries and affiliates. Suppls. are called *Corporate action.*

F & S index international. Cleveland, OH, Predicasts, Inc. (Monthly, with quarterly and annual cumulations)

Companion to *F & S index of corporations & industries*, covering articles on foreign companies and industries that have appeared in some 1000 foreign and domestic periodicals and other documents.

F & S index of corporate change. Cleveland, OH, Predicasts, Inc. (Quarterly, with annual cumulations)

Continuing guide to information in newspapers and periodicals on mergers, acquisitions and other organizational changes affecting corporate identity.

F & S index of corporations & industries. Cleveland, OH, Predicasts, Inc. (Weekly, with monthly and annual cumulations)

The best index for current information on companies and industries. Covers wide selection of business, industrial and financial periodicals and some brokerage house reports.

The Holt investment advisory. T.J. Holt & Co., 277 Park Ave., New York, NY 10017. (Semimonthly)

Commentary and analysis of stock market conditions, with specific investment recommendations on purchases, sales, short sales and hedges. Market commentary, follow-up on past recommendations. Occasional industry studies, economic analysis, and other special features.

Johnson's investment company charts. Johnson's Charts, Inc., 1800 Rand Bldg., Buffalo, NY 14203. (Annual in April)

Focuses on comparative investment results of all types of securities and investment means in general and mutual funds in particular for a ten-year period.

Kiplinger agricultural letter. Kiplinger Washington Editors, 1729 H St., N.W., Washington, D.C. 20006. (Biweekly) 4p.

Kiplinger California letter. Kiplinger Washington Editors, 1729 H St., N.W., Washington, D.C. 20006. (Monthly) 4p.

The Kiplinger tax letter. The Kiplinger Washington Editors, 1729 H St., N.W., Washington, D.C. 20006. (26 issues)

The Kiplinger Washington letter. Kiplinger Washington Editors, Inc., 1729 H St., N.W., Washington, D.C. 20006. (Weekly)

Market Charts, Inc. Quarterly long-term chartbook. Market Charts, Inc., 2 E. 86th St., New York, NY 10028. Prices determined by service subscribed for. [Formerly *Paflibe*]

Moody's bank and financial manual. Moody's Investors Service, Inc., 99 Church St., New York, NY 10007. (Twice weekly; cumulative indexes; hardbound copy issued annually in April)

Corporate news and reference service covering nearly 10,000 financial institutions, including American and principal foreign banks, mutual funds, closed-end investment companies, bank and insurance holding companies, mortgage and finance firms, etc. All manner of news releases.

Moody's bond record: municipals, corporates, governments, convertibles and preferred stock ratings. Moody's Investors Service, Inc., 99 Church St., New York, NY 10007. (Monthly)

Includes call price, price range, yield to maturity, assets to liabilities, times charges earned, etc., for over 19,000 bond issues.

Moody's bond survey. Moody's Investors Service, Inc., 99 Church St., New York, NY 10007. (Weekly with monthly suppls.)

Gives trends and prospects for the market and for individual bonds, with recommendations; convertible bond coverage included in third issue each month.

Moody's dividend record. Moody's Investors Service, Inc., 99 Church St., New York, NY 10007. (Semiweekly; 9 cumulated issues and an annual)

Declarations and payments of cash and stock dividends, stock splits, and right offerings on more than 10,000 securities. Shows amount payable, date declared, ex-dividend date, date of record, and date payable.

Moody's handbook of common stocks. Moody's Investors Service, Inc., 99 Church St., New York, NY 10007. (Quarterly)

Price charts and concise financial statistics for more than 1000 common stocks, covering 10-year period.

Moody's industrial manual. Moody's Investors Service, Inc., 99 Church St., New York, NY 10007. (Twice weekly; cumulative indexes; two hardbound vols. issued annually in August)

Corporate news and reference service covering 3400 industrial companies, including nearly all those listed on New York and American Stock Exchanges plus leading unlisted and regionally listed companies.

Moody's municipal and government manual. Moody's Investors Service, Inc., 99 Church St., New York, NY 10007. (Twice weekly; cumulative indexes; two hardbound vols. issued annually in March)

News and reference service covering the issues of 13,000 federal agencies, states, counties, cities, school districts, foreign governments and other issuers of government and municipal bonds. News reports cover range of topics such as securities offered, prospective security offerings, call notices, rating changes, etc.

Moody's OTC industrial manual. Moody's Investors Service, Inc., 99 Church St., New York, NY 10007. (Weekly; cumulative indexes; hardbound vol. issued annually in Oct.)

Corporate news and reference service covering 3600 American and foreign industrial companies whose stock is traded over-the-counter.

Moody's public utility manual. Moody's Investors Service, Inc., 99 Church St., New York, NY 10007. (Twice weekly; cumulative indexes; hardbound vol. issued annually in Oct.)

Corporate news & reference service covering 600+ domestic & foreign public utilities.

Moody's transportation manual. Moody's Investors Service, Inc., 99 Church St., New York, NY 10007. (Twice weekly; cumulative indexes; hardbound vol. issued annually in Sept.)

Corporate news and reference service covering over 1000 companies in the air, rail, bus, trucking, and water transport industries, as well as tunnel, bridge, and canal companies and oil pipelines.

Myers finance & energy. 642 Peyton Bldg., Spokane, WA 99201. (Irregular)

6- or 8-page newsletter with very broad investment recommendations.

Predicasts. Cleveland, OH, Predicasts, Inc. (Quarterly)

Gives short- and long-range forecast statistics both for basic economic indicators & for individual products by SIC number. With each forecast is the date & page reference of the current journal, or other document from which the statistics were taken.

R.H.M. survey of warrants, options, & low-price stocks. R.H.M. Associates, Great Neck, NY 11021. (Weekly)

Richard Russell's Dow theory letters. Richard Russell's Dow Theory Letters, Inc., P.O. Box 1759, La Jolla, CA 92038. (36 letters/year)

Standard & Poor's American Stock Exchange stock reports.
Standard & Poor's New York Stock Exchange stock reports.
Standard & Poor's over-the-counter stock reports.
Standard & Poor's Corp., 345 Hudson St., New York, NY 10014.

For each exchange or OTC, gives current and background information on the companies whose stocks are traded on the exchange or OTC. Reports, revised throughout the year, show the company's business, recent developments, and latest sales and earnings trends; records of income statement and balance sheet items and price range; quarterly sales, etc.

Standard & Poor's bond guide. Standard & Poor's Corp., 345 Hudson St., New York, NY 10014. (Monthly)

Summary data on 3900 corporate bonds, 200 foreign bonds, more than 650 convertible corporate bonds.

Standard & Poor's corporation records. Standard & Poor's Corp., 345 Hudson St., New York, NY 10014. (Daily M-F; cumulated in *Corproation records* 3 times/month)

Comprehensive current & historical info. on over 6000 large corporations, brief descriptions on another 2000 and significant news on another 6000. Comprehensive descriptions show the company's history, business & facilities; financial record for the last 10 years; annual income statement & balance sheet for the most recent year, with comparative figures for the prior year; dividend record; securities outstanding & annual price range for the last decade; officers & directors; capitalization; & other data. Kept up to date by the Daily News section, which is cumulated & incorporated into the *Corporation records.*

Standard & Poor's daily stock price record. Standard & Poor's Corp., 345 Hudson St., New York, NY 10014. (Quarterly)

Daily price history of stocks traded on the NYSE and ASE and over-the-counter. For each stock, shows daily high, low, and closing prices, daily and weekly trading volume, or bid and asked prices for the preceding calendar quarter.

Standard & Poor's industry surveys. Standard & Poor's Corp., 345 Hudson St., New York, NY 10014. (Separate parphlets for 36 industries, updated quarterly and annually)

Valuable source for basic data on 36 important industries, with financial comparisons of the leading companies in each industry. "Basic analysis" for each is a pamphlet of about 40 pages, revised annually.

Standard & Poor's international stock report. Standard & Poor's Corp., 345 Hudson St., New York, NY 10014. (Monthly)

Current & background information on over 70 foreign stocks (excluding Canadian), reproduced from S&P's ASE, NYSE & OTC stock reports. Commentary on economic developments in various countries, appraisal of the outlook for foreign securities markets, and charts of market action in the U.S., Japan, and five European countries.

Standard & Poor's outlook. Standard & Poor's Corp., 345 Hudson St., New York, NY 10014. (Weekly)

Investment advisory service covering common stocks. Commentary on market activity & outlook; recommendations on investment strategy; special studies such as stocks attractively valued, sound values for patient investors, income stocks, etc., with specific recommendations; field reports on companies recently visited, with investment appraisals; commentary on stocks & industries in the news; industry studies, with investment recommendations. Master list of recommended issues is given once a month.

Standard & Poor's stock guide. Standard & Poor's Corp., 345 Hudson St., New York, NY 10014. (Monthly)

Statistical data on over 5000 common and preferred stocks. Shows annual price range for the last two years, price range & volume for the latest month, yield, P/E ratio, dividends, financial position, capitalization, annual earnings for the last several years, & interim earnings. Also covers about 400 mutual funds.

Standard & Poor's trade and securities: statistics. Standard & Poor's Corp., 345 Hudson St., New York, NY 10014. (Looseleaf, with monthly suppls.)

Current and basic statistics in the areas of: banking & finance; production & labor; price indexes (commodities); income & trade; building & building materials; transportation & communications; electric power & fuels; metals; autos, rubber & tires; textiles, chemicals, paper; agricultural products; security price index record.

3-trend cycli-graphs. Securities Research Co., Division of United Business Co., 208 Newbury St., Boston, MA 02116. (Quarterly)

Supplies 12-year graphic presentation of prices, earnings, dividends for over 1000 leading stocks on quarterly basis.

3-trend security charts. Securities Research Corp., Div. of United Business Co., 208 Newbury St., Boston, MA 02116. (Monthly)

Graphic presentation of prices, earnings & dividends for more than 1000 leading stocks over 2-year period on a weekly basis. Includes quarterly & annual figures.

Trendline current market perspectives. Standard & Poor's Corp., 345 Hudson St., New York, NY 10014. (Monthly)

Arithmetic, bar-line charts of weekly price action & trading vol. of nearly 1000 stocks.

Trendline daily basis stock charts. Standard & Poor's Corp., 345 Hudson St., New York, NY 10014. (Weekly looseleaf service)
Arithmetic, bar-line charts of daily price activity & vol. on approx. 750 stocks.

Trendline OTC chart manual. Standard & Poor's Corp., 345 Hudson St., New York, NY 10014. (Bimonthly)
Bar-type charts of weekly high, low, & closing prices for approx. 840 stocks traded over-the-counter. Shows 3 or more years of trading activity.

Value line convertible strategist. Arnold Bernhard & Co., Inc., 5 E. 44th St., New York, NY 10017. Looseleaf service.
Text section of *Value line convertible survey.* Includes list of recommended issues divided into four risk categories; news briefs on recommended issues; recommendations for investment strategy; feature articles.

Value line investment survey. Arnold Bernhard & Co., Inc., 5 E. 44th St., New York, NY 10017. (Weekly)
Investment advisory service offering detailed background information & investment evaluations on over 1500 common stocks, including nearly all issues listed on NYSE.

Vicker's guide to investment company portfolios. Vickers Assocs., Inc., 226 New York Ave., Huntington, NY 11743. Looseleaf service.
Reports on the purchases, sales, & portfolio holdings of over 1000 U.S. & Canadian investment companies & approx. 270 foreign investment companies.

Walker's manual of western corporations and securities. Walker's Manual, Inc., 235 Montgomery St., San Francisco, CA 94104. 2v. (Annual in April--financial companies, and August--industrial and general companies)
-------. *Supplements.* (9 looseleaf issues)
Current & historical information about the operations, finances, & securities of publicly owned corporations headquartered in 13 western states & western Canada.

Wall Street journal. Dow Jones & Co., 22 Cortlandt St., New York, NY 10007. (Daily)

The leading U.S. daily financial newspaper, indispensable for all business people.

Wiesenberger investment companies book. Wiesenberger Services, Inc., 1 New York Plaza, New York, NY 10004. (Annual in June)
Reference data on approx. 640 open- and closed-end mutual funds, 50 special-purpose funds, 775 investment companies, 15 publicly held management companies, & 65 insurance company separate accounts, plus general information about investment companies, their functions, operations & uses.

Wiesenberger investment companies service. Wiesenberger Services, Inc., 1 New York Plaza, New York, NY 10004.
Includes Wiesenberger investment companies book, Mutual funds panorama, Financial services marketer, and Current dividend and price record.

Worldcasts. Cleveland, OH, Predicasts, Inc. 8v. (Quarterly)
Detailed and expensive service gives both short- and long-range forecast statistics for basic economic indicators of specific countries & also for industries outside the U.S. In 2 parts: World region casts, & World product casts. Each part has 4 vols. Any of the separate vols. can be subscribed to separately. (SFPL receives only World product casts.)

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A SENSE OF SECURITIES;
Books on the stock market for the beginning investor

Every decade produces a myriad of books on investing in the stock market. Choosing among these is a difficult job for a librarian or an individual investor. The following list was compiled by consulting a number of different investment advice sources (books, bibliographies, individual investors) to see what books they recommend for the beginning investor. These titles were ones which came up again and again.

Brooks, John Nixon. *The go-go years.* Weybright & Talley (dist. by McKay), 1973.

-------. *Once in Golconda: a true drama of Wall Street, 1920-1938.* Harper & Row, 1969.

-------. *The seven fat years: chronicles of Wall Street.* Harper & Row, 1958. Available from Magee.

Brooks is a longtime observer of the Wall Street scene and writes about it with "wit and grace."--*Wall Street Review of Books.* The go-go years were the 1960s on Wall Street. The seven fat years refer to the period between 1950 and 1957, when the stock market was leaping to historic high levels. Interesting, entertaining reading. Much of the material in these books originally appeared in *The New Yorker.*

Crane, Burton. *The sophisticated investor.* Revised and expanded by Sylvia Crane Eisenlohr. Simon and Shuster, 1964.

Author was a columnist for the *New York Times.* His advice is directed to the man or woman who draws a good salary and has a few thousand dollars available for investment or speculation. "Authoritative and witty."--*Booklist.*

Darst, David M. *The complete bond book.* McGraw-Hill, 1975.

The book's 15 chapters include discussions ranging from the establishment of objectives, through the various types of fixed-income securities available to the investor, and culminating with a discussion of portfolio considerations. "A sound, reasonable introductory book on fixed-income securities. For the investor uninitiated to this aspect of the investment world, the book is well worth reading."--*Wall Street Review of Books.*

Engel, Louis and Peter Wyckoff. *How to buy stocks.* 6th rev. ed. Little Brown, 1976.

One of the best, simple books on fundamentals of investing in stocks and bonds for the beginning investor.

Finley, Harold M. *Everybody's guide to the stock market.* 4th rev. & enl. ed. Henry Regnery, 1968.

"Author's approach to the stock market is rational and essentially conservative.... A good introduction to the subject that can be recommended for libraries large and small."--*LJ.*

Galbraith, John Kenneth. *The great crash.* 3d ed. Houghton Mifflin, 1972.

This is an excellent, well documented, and highly readable account of the events which led up to and culminated in the celebrated 1929 stock market crash.

Graham, Benjamin. *The intelligent investor: a book of practical counsel.* 4th rev. ed. Harper & Row, 1973.
Latest edition of a classic guide to the principles of sound investing, with the main objective "to protect the investor against the areas of possible substantial error, and to develop policies which are rational and with which the investor will be comfortable."

Hardy, C. Colburn. *Dun and Bradstreet's guide to your investments, 1977-78.* 22d ed. T.Y. Crowell (annual publication).
An excellent guide for the beginning investor arranged in four parts: how to make basic investment decisions; common stocks for profit; profits in other securities; how to set up a portfolio. Includes a good, useful bibliography.

Jarvis, N. Leonard. *A woman's guide to Wall Street.* Prentice-Hall, 1969.
"A solid, basic introduction to all aspects of investing."--*LJ.* Highly recommended for both women and men.

Jessup, Paul F. *Competing for stock market profits.* Wiley, 1974.
An introductory nontechnical book for actual and potential investors to tell them what they need to know about the stock market, how to evaluate stocks, basic investment strategies, and how to decide when to buy or sell stocks.

Knowlton, Winthrop and John L. Furth. *Shaking the money tree: how to find new growth in common stocks.* Harper & Row, 1972.
Lorna Daniells, author of *Business Information Sources*, says this is "one of the best books written on how to make a fair return on investments in the stock market."

Krow, Harvey A. *Stock market behavior: the technical approach to understanding Wall Street.* Random House, 1969.
Investigates various methods for predicting the market's future on the basis of its past and discusses the principal technical tools often used by professionals to achieve superior investment performance. "The book is well written with a minimum of technical language; the average investor should be able to follow it."--*LJ.*

Levy, Herta Hess. *What every woman should know about investing her money.* Dartnell, 1968.
A basic book about the securities markets, the ways of obtaining and using investment information, formulating financial objectives, and related matters.

Loeb, Gerald. *The battle for investment survival.* Rev. ed. Simon & Schuster, 1965.

-------. *The battle for stock market profits (not the way it's taught at Harvard Business School).* Simon & Schuster, 1971.
The author, who was respectfully referred to as "The Dean of Wall Street," wrote two bestselling books based on his 50 years experience as a successful stock market investor. His books assume the reader has a basic understanding of how the market works, and offer "realistic, hard-boiled, and sometimes unorthodox" advice on investing. They are written in a nontechnical manner.

Lohman, Philipp H. *The art of investing.* Hawthorn, 1972.
"An excellent basic survey of the securities investment field. Recommended for those who want a beginning book on the subject."--*LJ.*

Mader, Chris. *The Dow Jones-Irwin guide to common stocks.* Dow Jones-Irwin, 1976.

A discussion of the principles of investing in common stocks outlining stock market strategies. The book offers practical advice based on factual information gleaned from many scientific research studies. 1973 edition was titled: *What today's investor should know about the new science of investing.*

Malkiel, Burton. *A random walk down Wall Street.* W.W. Norton, 1973.
The author, a professor of economics at Princeton University, describes the operations of the stock market and the methods used by professional investors. "In a witty and humorous manner the author not only provides the lay reader with entertainment but also information."--*Choice.*

Merritt, Robert D. *Financial independence through common stocks.* 7th rev. ed. Simon and Schuster, 1969.
"A sober, balanced account of the basic rules for developing an intellectual individual portfolio."--*LJ.* Equally suitable for beginners and experienced investors.

Moore, Colleen. *How women can make money in the stock market.* Doubleday, 1969.
"I would heartily recommend this book as first choice to the novice who wants to know what the stock market is all about. Her book is easy reading and she makes the prospect of investing and making money an exciting one."--*LJ.* "Elementary stuff, but practical, instructive and delightfully readable."--*NYTBR.*

Rosenberg, Claude N., Jr. *Stock market primer.* World, 1969. Available from Warner Books.
An all-inclusive, basic book on the stock market. Written by a San Francisco stock broker for novice investors.

Rukeyser, Louis. *How to make money in Wall Street.* Doubleday, 1974.
The author, moderator of PBS' weekly TV program "Wall Street Week," has written a "very readable book which should encourage and help small investors."--*Wall Street Review of Books.* Includes information on the mechanics of investing--how to read the financial pages, select a broker and place orders; and describes the various types of securities, the different markets and financial data sources.

Smith, Adam, pseud. (George J.W. Goodman) *The money game.* Random House, 1968.

The classic account of the 1960's bull market and the people who were caught up in it. *Book World* called it "hip, funny, and literate."

Sobel, Robert. *AMEX; a history of the American Stock Exchange, 1921-1971.* Weybright and Talley (dist. by McKay), 1972.
-------. *The big board: a history of the New York Stock Exchange.* Macmillan, 1965. Available from Free Press.
-------. *The curbstone brokers: the origins of the American Stock Exchange.* Weybright and Talley, 1970.
-------. *N.Y.S.E.: a history of the New York Stock Exchange, 1935-1975.* Weybright and Talley (dist. by McKay), 1975.
These four volumes provide the most definitive account available of the New York and American stock exchanges. "This is not dry history, but a lively and entertaining story of a major part of American financial lore."--*LJ.*

Stabler, C. Norman. *How to read the financial news.* 10th rev. ed. Harper & Row, 1965.

This book provides a simple and authoritative introduction to the language and operations of the securities market and related business activities. "...a clear explanation for the layperson of how to understand and interpret the columns of figures and also the day-to-day news stories that appear in the financial pages of the newspapers."--*Los Angeles Times.*

Train, John. *Dance of the money bees; a professional speaks frankly on investing.* Harper & Row, 1974.

A former stock broker gives information about finding a competent investment adviser, what tips to follow, and what investment strategy to employ.

Welles, Chris. *The last day of the club.* E.P. Dutton, 1975.

"The Club" is the membership of the New York Stock Exchange. The author's thesis is that for 180 years it has been an unbreachable, government sanctioned monopoly. Now the disillusion and disappearance of individual investors, and their replacement by institutions, have made "The Club" obsolescent--and a new more powerful club of large institutional investors is emerging.

Wyckoff, Peter. *The language of Wall Street.* Hopkinson & Blake, 1973.

A glossary of some 1500 stock market words, terms and expressions, compiled by a financial writer.

Zerden, Sheldon. *Best books on the stock market: an analytical bibliography.* Bowker, 1972.

A useful, selective, annotated bibliography which includes books published through 1971. A large number of topics are covered, including history, books for beginners, investment methods, general works, how to beat the market, textbooks, and reference books.

--Compiled by Anne Roughton, Bay Area Reference Center, 1/11 & 12/78.

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U.S. GOVERNMENT SOURCES FOR BUSINESS STATISTICS

American statistics index: a comprehensive guide and index to the statistical publications of the U.S. Government. Congressional Information Service.
Basic volumes: 1974 Annual and Retrospective, providing comprehensive coverage from 1973 retrospectively to 1970 and selective coverage of material published since the early 1960s. Supplemented monthly and annually (with volumes covering 1974, 1975, and 1976). Covers social, economic, demographic, and natural resources data, with a selection of publications covering scientific and technical data. Emphasis is on the five agencies CIS considers to be the producers of the largest numbers of statistics: the Bureau of the Census, the Bureau of Labor Statistics, the National Center for Health Statistics, the National Center for Education Statistics, and the Statistical Reporting Service of the Department of Agriculture. Selected examples of publications of these and some other agencies follow.

U.S. Bureau of the Census

Statistical abstract of the United States. Annual.
In addition to being an excellent source, provides good leads to further publications.

Historical statistics of the United States, Colonial Times to 1970. 1975.
In two volumes, arranged by subject with an index by time period.

Reference manual on population and housing statistics from the Census Bureau. 1977.
Comprehensive introduction to demographic data from the Census Bureau, designed especially for use by instructors participating in the Census Bureau's college curriculum support project. Outline format.

Censuses of population and housing. Decennial; to become quinquennial in 1985.

Census of construction industries; census of governments; census of manufacturers; census of mineral industries; census of retail trade; census of selected service industries; census of transportation; census of wholesale trade. Quinquennial; done in years ending in 2 and 7.

Census of agriculture. Quinquennial; done in years ending in 4 and 9.

All of the above censuses are updated to varying extents and in varying amounts of detail by series of reports published by the Census Bureau. Among these series are:
Current population reports series. For example:
Population characteristics, P-20 series
Population estimates and projections, P-25 series
Consumer income, P-60 series

Annual survey of manufactures.
A complete list and description of these updating series is found in the *Bureau of the Census catalog of publications, 1790-1970.* 1974.

County and city data book. Issued periodically; quinquennial in recent years.
Demographic, economic, governmental, etc., information from the most recent censuses, tables by county and by city.

County business patterns. Annual.
One volume for each state. Gives employment, payrolls, number and employment size of establishments by detailed industry (in some cases to 4-digit SIC code).

U.S. Bureau of the Census, continued

Guide to foreign trade statistics. Latest is 1975.
Description of published and unpublished material on foreign trade, with sample tables.

Foreign trade reports (FT- series). For example:
U.S. general imports/schedule A; commodity by country, FT-135. Monthly.
U.S. general imports/world area by commodity groupings, FT-155. Annual.
U.S. exports/schedule B; commodity by country, FT-410. Monthly.

U.S. Bureau of Labor Statistics

Handbook of labor statistics. Annual.
Compilation of data on labor force, wages, hours, prices and living conditions, unions and industrial relations, foreign labor statistics, etc. 1975 edition has historical information.

Monthly labor review.
Each issue has several articles, plus a large section of tables called "Current labor statistics."

Employment and earnings. Monthly.
Charts and tables of household and establishment data on employment, hours, earnings, and labor turnover. Unemployment data (on those covered by state unemployment insurance plans) by state and selected SMSAs.

Consumer price index. Monthly.

Wholesale price index. Monthly.

U.S. Department of State indexes of living costs abroad and quarters allowances. Quarterly.

U.S. National Center for Health Statistics

Vital statistics of the United States. Annual.
Volumes covering natality, mortality, and marriage and divorce. Birth rates, causes of death, numbers of marriages and divorces, etc., with geographic breakdown to cities in many cases. Volumes are very late in publication.

U.S. decennial life tables. Latest is for 1969-71.
Volume 1, nos. 1-5 includes actuarial tables, U.S. tables by cause of death, and description of methodology used. Volume 2 (parts 1 & 2) consists of state-by-state life tables.

U.S. National Center for Education Statistics

Digest of educational statistics. Annual.
Abstract of statistical information covering preschool through graduate school. All figures are nationwide.

U.S. Statistical Reporting Service

Agricultural prices. Monthly; annual cumulation/supplement.
Prices received and paid by farmers for various commodities, by state.

U.S. Board of Governors of the Federal Reserve System

Federal reserve bulletin. Monthly.
Each issue contains several articles or reports, followed by a lengthy appendix of statistics, chiefly financial. There is some coverage of the general economy. All are national in scope.

U.S. Domestic and International Business Administration

U.S. industrial outlook. Annual.
Profiles of broad industry groupings, with some sub-groups covered. Trends, projections.

A guide to federal data sources on manufacturing. 1977.
Describes types of data available, their timeliness and detail. Presents differences between statistics from various sources.

U.S. Department of Energy

Monthly energy review.
Almost entirely statistical; data on consumption, prices, etc., all national.

U.S. Bureau of Economic Analysis

Survey of current business. Monthly.
About half of each issue is "Current business statistics," tables covering all aspects of business/economics. All figures are nationwide.

Business statistics. Biennial.
A cumulative supplement to the *Survey of current business.*

Business conditions digest. Monthly.
Charts and tables on various economic time series used by business analysts and forecasters.

Handbook of cyclical indicators, a supplement to the business conditions digest. May 1977.

U.S. President

Economic report of the president. Annual.
Textual chapters on economic policy, review of the past year, the world economy, etc., with an extensive statistical appendix of tables relating to income, employment, and production.

U.S. Bureau of Mines

Historical fuels and energy consumption data, 1960-72, U.S. by states and census districts east of the Mississippi. Information circular 8704. 1976.

Historical fuels and energy consumption data, 1960-72, U.S. by states and census districts west of the Mississippi. Information circular 8705. 1976.
In tabular form, gives consumption of various energy resources by household and commercial, industrial, transportation, electric power, and "miscellaneous" sectors. By state and regional (i.e., multi-state) census divisions.

CALIFORNIA STATE SOURCES FOR BUSINESS STATISTICS

California. Budget Division

California statistical abstract. Annual; 1970 edition includes historical statistics.

Population estimates of California cities and counties. Annual.

California. Employment Development Department

Bibliography of wage and salary surveys. June, 1977.

California manpower 1975-1980. October, 1975.

California. Employment Development Department, continued
San Francisco-Oakland manpower 1975-1980. February, 1976.

State manpower review, California, 1977. October, 1977.

California. Board of Equalization
Annual report. Includes a statistical appendix.

California. Franchise Tax Board
Annual report. Mainly tables.

California. State Controller
Annual report of financial transactions concerning cities of California.

Annual report of financial transactions concerning counties of California.

INTERNATIONAL SOURCES FOR BUSINESS STATISTICS

Food and Agriculture Organization of the United Nations (FAO)
Production yearbook.

Trade yearbook.

International Labour Organization (ILO)
Bulletin of labour statistics. Quarterly, with monthly supplements.

Yearbook of labour statistics.

United Nations
Statistical yearbook.

Yearbook of industrial statistics.

Yearbook of international trade statistics.

Yearbook of national accounts statistics.

Monthly bulletin of statistics. Updates the *Statistical yearbook.*

--Compiled by Tibby Storey, Bay Area Reference Center, 1/11 & 12/78.

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